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TOURISM INFRASTRUCTURE

the role states play

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List of abbreviations

AH	Asian Highway
AP	Andhra Pradesh
B2B	Business to Business
BSNL	Bharat Sanchar Nigam Limited
CAGR	Compound Annual Growth Rate
CCTV	Closed Circuit Television
CII	Confederation of Indian Industry
CSR	Corporate Social Responsibility
DIPP	Department of Industry Policy and Promotion
FAA	Federal Aviation Administration
FDI	Foreign Direct Investment
FICCI	Federation of Indian Chambers of Commerce and Industry
FMCG	Fast Moving Consumer Goods
FY	Financial Year
GDP	Gross Domestic Product
GSDP	Gross Domestic state Product
GTA	Gorkhaland Territorial Administration
HICC	Hyderabad International Convention Center
ICI	Indian Culinary Institute
ICT	Information and Communication Technology
IITM	Indian Institute of Tourism & Travel Management
INR	Indian Rupees
JECC	Jaipur Exhibition and Convention Centre

List of abbreviations

JV	Joint Venture
LTA	Leave Travel Allowance
LTC	Leave Travel Concession
MICE	Meetings, Incentives, Conferencing and Exhibitions
MoCA	Ministry of Civil Aviation
MoT	Ministry of Tourism
MP	Madhya Pradesh
NCT	National Capital Territory
NH	National Highway
PNBS	Pandit Nehru Bus Station
PPP	Public Private Partnership
PRASAD	Pilgrimage Rejuvenation and Spiritual Augmentation Drive
RTDC	Rajasthan Tourism Development Corporation
SEZ	Special Economic Zones
SH	State Highway
STA	Special tourism areas
STPI	Software Technology Parks of India
TFSO	Tourist Facilitation and Security Organization
TVoA	Tourist Visa on Arrival
TSTDC	Telangana State Tourism Development Corporation
UNESCO	United Nations Educational,Scientific and Cultural Organisation
UTC	United Technologies Corporation
VSNL	Videsh Sanchar Nigam Limited



Executive Summary

Executive Summary

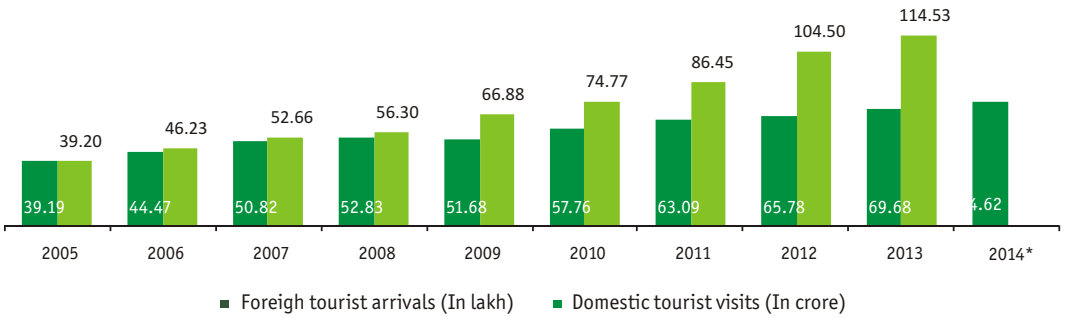


Background

In 2014, the Travel & Tourism industry generated INR 484.69 trillion (9% of global GDP) and 27.7 crore jobs (1 in 11 jobs) for the global economy. It has been growing at a higher rate than significant sectors such as automotive, financial services and health care in the past few years.

On lines of the global trend, the Indian Travel & Tourism sector contributed INR 764.25 billion, which is 6.7% of GDP of India, and supported 3.66 crore jobs in 2014. However there is huge potential to increase the share of tourism in India's GDP to the world average figure of 9.5%. India sees the 11th largest tourist inflow in the Asia-Pacific region and the 42nd worldwide, according to India Tourism Statistics 2013. The Indian tourism industry is thriving due to an increase in the number of foreign tourists (annual growth of 7% from 2010-14) to India and greater number of Indians travelling to domestic destinations than before. Domestic sector's contribution to the real growth of tourism industry has increased substantially.

Figure 0-1: Foreign tourist arrivals and domestic tourist visits in India



Source: "India Tourism Statistics 2013", Ministry of Tourism, India Domestic tourist statistics for the year 2014 are not available



Tourism has always been an integral part of the country's five year plans, with it being accorded priority sector status in the Twelfth Five Year Plan. Apart from marketing and promotion, the Central Government has been developing infrastructure focusing on both domestic and foreign tourists. Apart from the Ministry of Tourism, the Ministry of Civil Aviation and Ministry of Railways have contributed their part by ensuring the right infrastructure is in place to connect the various destinations. The respective budget allocation to the three ministries in the year 2015-16 is shown below:

Table 0-1: Budget allocation by the three ministries in 2015-16

Ministry	Annual budget allocation
Ministry of Tourism	INR 1,573 crore
Ministry of Civil Aviation	INR 5,360 crore
Ministry of Railways	INR 1,00,011 crore

The respective measures taken by all three ministries in the past five years to boost the growth of tourism in India are presented below:

Figure 0-2: Measures taken by the three central ministries

Ministry of Tourism	Ministry of Civil Aviation	Ministry of Railways
• Launch of the Visa on Arrival (VoA) enabled Electronic Travel Authorisation (ETA) scheme • New schemes launched PRASAD and Swadesh Darshan • Launch of Swachh Bharat, Swachh Smarak and clean India campaign • Rationalization of taxes, tax holidays, etc. • Investment in tourism infrastructure such as hotels, MICE centers, etc.	• Liberalized FDI policy with 49% investment in domestic airlines allowed • Greenfield airports being constructed along with modernization of brownfield airports in non-metro towns • Formulation of a policy on for promotion of regional and remote area connectivity in India underway • Seaplane operations to be encouraged for tourism • Hub policy being formulated to make some airports as Hub and Spoke model	• Approval of high speed trains on 9 routes • Improvement of station infrastructure such as introduction of lifts and escalators and food courts • Launch of grievance handling system and CCTVs on trains • Launch of mobile ticketing facility for passengers • Introduction of Adarsh Station scheme to provide basic facilities • Launch of Swachh Rail mission

While the Center ensures the right strategic initiatives are taken to guide the sectors and stakeholders towards making the right investment decisions, it is the states which ensure these initiatives are implemented at the grass root level. Hence, some key states which are currently on a trajectory of growth are discussed in the following sections.

Focus on key states

Some of the emerging states in the tourism industry in India are West Bengal, Madhya Pradesh, nad Rajasthan. The newly formed state of Telnagana has taken a number of measures to increase toursit inflow. This report provides following information in a nutshell on each of these destinations:

- Tourist industry overview
- Main destinations and circuits
- Infrastructure assessment: connectivity, accommodation, civic amenities, and other initiatives
- Initiatives by state government: policy measures, upcoming projects, innovative practices
- Recommendations

A snapshot of assessment of infrastructure of the four states is provided in the table below:

Table 0-2: Infrastructure assessment of states

Parameter	Madhya Pradesh	Rajasthan	Telangana	West Bengal
Air connectivity	2 International 3 Domestic	1 international 4 domestic	1 international 5 domestic	1 international 3 domestic
Road connectivity	Road connectivity	Road length- 2,48,604 km	Road length- 2,56,448km*	Road length- 3,15,404 km
Rail connectivity	Total Railway network of 4954 km. There are over 86 trains that connect the state with the rest of India	Total Railway network of 5,822.28 km	Total Railway network of 1753 km	Total Railway network of 4000 km

Parameter	Madhya Pradesh	Rajasthan	Telangana	West Bengal
Ports connectivity				2 major and 1 minor port
Accommodation	There were more than 1200 accommodation sites as in 2011-12 in the state.	The state is known for its heritage hotels. There are over 1600 accommodation sites which include over 200 heritage hotels.		There were over 300 accommodation sites as in 2011 in the state.
MICE	Brilliant Convention Center is an upcoming center at Indore	Jaipur Exhibition and Convention Centre and Birla Auditorium at Jaipur are some of the best MICE centers in India	There are 10 convention centres in Telangana, HITEX being the major convention center.	There are currently 4 and 3 upcoming convention centers at Kolkata and Rajarghat

**This is a combined figure of Andhra Pradesh and Telangana*

Madhya Pradesh

Madhya Pradesh contributed 5.4% in the total tourist number of India in the year 2013. Foreign tourists arrivals in Madhya Pradesh were recorded at 2.81 lakhs in 2013 and the domestic tourists visits were 6.3 crore. The tourism sector accounted for 2.7% in Gross State Domestic Product and 1.9% in state employment in 2009.

Budget allocation 2015-16 – INR 134 crore

The tourism policy of the Madhya Pradesh state government is in place since the year 2002. The latest amendments were made to the policy in 2014 focusing on promoting private investment in the tourism sector and undertaking appropriate development of tourism based projects through public private partnerships. Some of the areas of interventions being focused by the government are:

- Skill development and employment oriented training for youth
- Identification of 16 special tourism zones



- Subsidy to regional airlines
- Establishment of State Tourism Council and District Tourism Councils to promote culture and tourism related programs

The key projects undertaken by the government are as follows:

- Film Tourism: Regions such as Bhopal, Pachmarhi, Orchha, Bhedaghat have been marked as potential zones for filming.
- Set up international-level convention centres under MICE tourism in Bhopal, Jabalpur and Gwalior.
- Destinations being developed into major tourist spots: Ujjain, Chanderi, Khandwa, Indore(Mega Destination), Jabua, Alirajpur and Gwalior
- Development of Mega Circuits: Jabalpur, Narmada Circuit, Ujjain, Buddhist Circuit and Bhopal
- Development of Way Side Amenities (WSA) in 268 locations of which 30 have received approvals from the government and 45 more locations will be developed in the coming years with a budget marked for approximately INR 24 crore for development.

Madhya Pradesh has also introduced caravan tourism on select routes, cruise tourism on Narmada river and city sightseeing tours to attract tourists. Major recommendations for the state are to explore wildlife tourism, setting up luxury hotels and cottages, launching specialised heritage tours and identification of additional mega circuits and destinations.

West Bengal

Budget allocation 2015-16 – INR 257 crore

West Bengal has experienced an increase of 5.3% in tourist arrivals since 2014. The foreign tourist in West Bengal grew by 2% and domestic tourist rose by 12% in 2013 over the 2012 figures. The state has one international airport and three domestic airports connecting it with the rest of the major destinations. Air India started commercial operations from the recently opened Kazi Nazrul Islam



Airport, at Durgapur in 2015. The Golden Quadrilateral which connects 13 states of India also passes through major North Bengal Districts.

Budget allocation is increasing every year to the give tourism a boost. State has introduced a new Tourism policy 2015 focusing on eco-tourism, home tourism and tea tourism. There is an increased focus on PPP model, betterment of wayside amenities, introduction of Skycity at Durgapur, new MICE centres, development of Film City, etc.

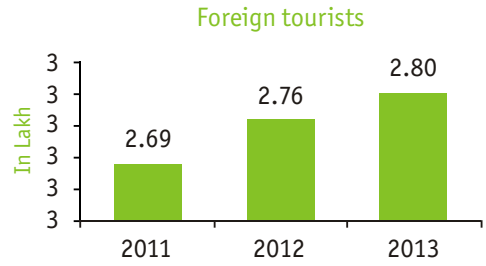
Some of the areas of focus and the key projects by the government are as follows:

- Kolkata to be developed as a MICE destination with the upcoming one lakh square feet convention centre.
- Introduction of helicopter services connecting Darjeeling.
- Setting up the Eco-Tourism Board to project state as a major tourist destination.
- Infrastructure development work for the mega tourism project at Gajaldoba of more than Rs. 100 crore taken up by different departments.

Apart from the above, West Bengal has increased focus on film tourism, eco-tourism, jungle safaris and the skycity project. Major recommendations for the state are to lay emphasis on the cruise tourism, explore houseboats and boats tourism and creation of heritage hotels.

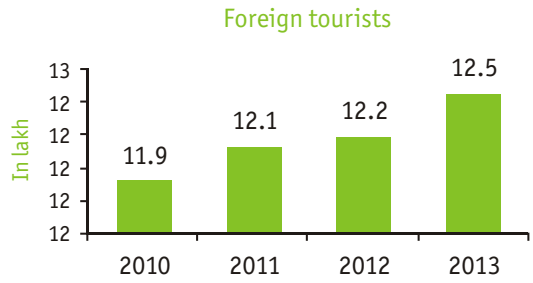
Foreign tourist arrivals and domestic tourist visits in states

Madhya Pradesh



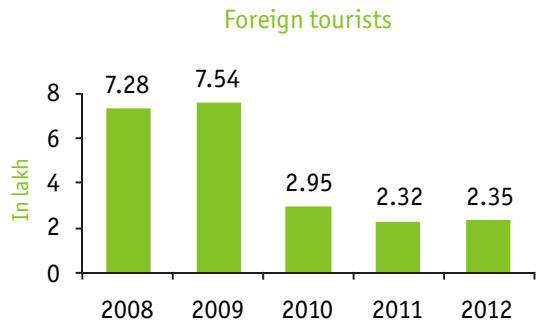


West Bengal



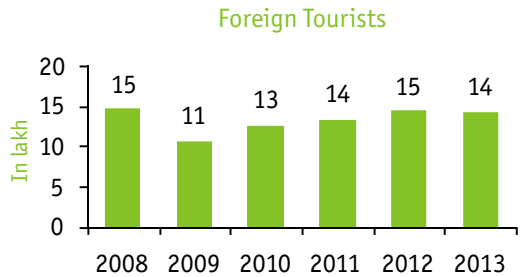


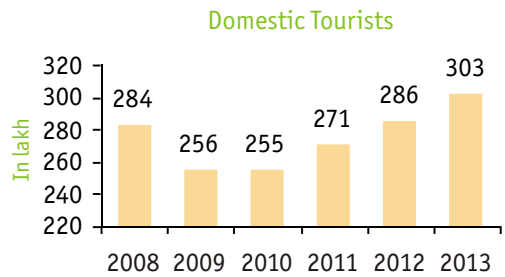
Telangana





Rajasthan







Telangana

Telangana, the 29th state of India, was formed on 2 June 2014, with Hyderabad as its capital. The state has a rich cultural heritage. Tourists can visit historical places, monuments, waterfalls, forts, forests and temples.

Budget allocation 2015-16 – INR 100 crore

In the year 2012, 2.35 lakh foreign tourists visited Telangana whereas the domestic tourist arrival shows a significant raise by 85% to 9.14 crore over the previous year.

The Telangana Government follows the Tourism Policy of Andhra Pradesh, 2010 which clearly defines the objectives of the policy encouraging private investments in the tourism sector and generating employment opportunities among others. Some of the focus areas and projects initiated in the state are:

- **Developing tourism circuits**-Telangana State Tourism Development Corporation (TSTDC) is planning a separate "Ramayana circuit" and also plans to develop the Kakatiya Heritage Circuit
- **Developing tourist destinations**-Khammam and Warangal will be developed into smart international cities. Tourism infrastructure will be developed at Nagarjuna, Sagar, Karimnagar, Ramappa, Kinnersani, Kothagodem and Gajwel.
- **Rural tourism** projects have been identified in Telangana, by the Ministry of Tourism, Government of India are Pochampally Rural Toursim Project, Nalgonda, Nirmal Rural Tourism project, Adilabad, Cheriyal Rural Tourism Project and Pembarthi Rural Tourism Project Warangal.
- Business District & Trade Towers are being set up to promote MICE tourism in the state as a Public Private Partnership model, the cost of the project being INR 5290 crore.

The Government is planning to develop a cinema city spread over nearly 2,000 acres to promote tourism in the state. Telangana State Tourism Development Corporation (TSTDC) also operates leisure based cruises and water sports. Some



recommendations for the state includes developing tourist circuits, setting up of Skill development centres and promoting regional accessibility.

Rajasthan

Developers and investors are offered attractive investment opportunities through the state's popular tourist attractions that include historic cities (Jaipur, Udaipur), wildlife sanctuaries (Sariska, Ranthambore) and deserts (Jodhpur, Jaisalmer).

Rajasthan has had a significant share of foreign tourism in the country with 7.2% FTAs in India. The state has a fully operational international airport at Jaipur, with flights to Dubai, Sharjah, Bangkok and Singapore.

The Tourism policy of the state has been successful in identifying the key sectors in tourism such as heritage hotels, MICE, etc., and provides fiscal benefits for developing the same. The state government is encouraging Joint Ventures (JVs) and contract management of private heritage properties (forts, fortresses, palaces and havelis) as well as identifying heritage government properties to award on a lease basis.

Some of the focus areas and projects initiated by the state are as follows:

- Development of a 'Mega Desert Tourist Circuit' comprising Bikaner, Jodhpur, Jaisalmer, Pali, Mount Abu and Sambhar by heritage conservation, landscaping and other works
- 16 air strips to be improved/ renovated and commercial airlines to be invited to start operations
- Construction of way side facilities of RTDC situated on National Highways
- Jaipur to be developed as a MICE destination given its international connectivity

Rajasthan has recently introduced one new train named the Royal Rajasthan on the lines of palace on wheels. Some of the recommendations for the state could be to improve the inter-state connectivity, organise desert tours, and encourage corporate sponsorship of heritage buildings.

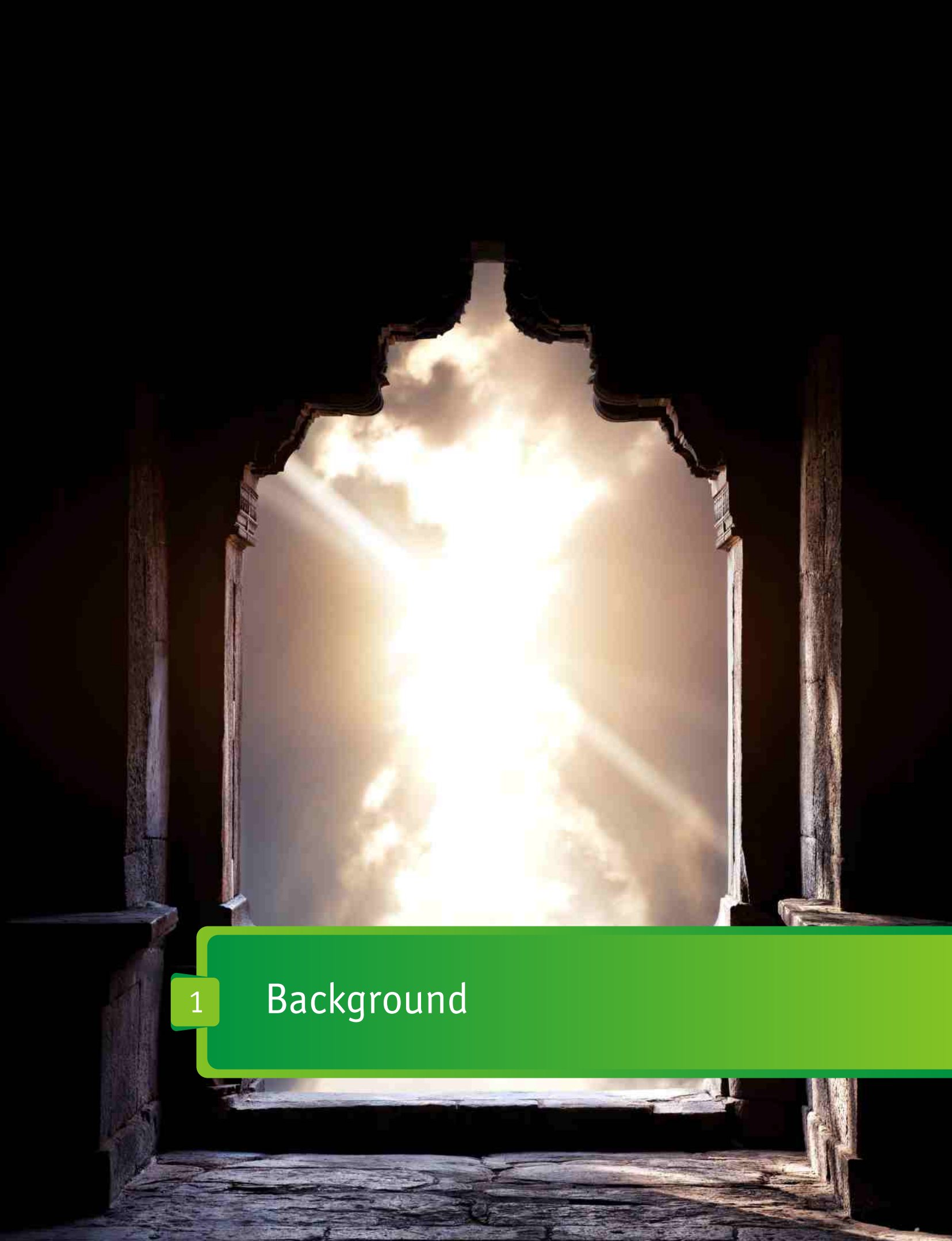


Conclusion

Analysing the states, the tourism infrastructure and the initiatives proposed by each of them, a set of broad recommendations are proposed which will enable the states in achieving the desired growth in the tourist numbers.

- **Introduction of a robust and inclusive tourism policy:** It is the first step towards introducing the right set of initiatives and achieving the desired tourist inflow. The policy should focus on specific interventions, incentives offered to developers/private players and vision for development of tourism in the state, among others.
- **Inter and intra state connectivity:** Improvement of regional connectivity through creation of rural roads, high speed passenger trains, identifying and equipping air strips, converting domestic airports into international, introducing inland waterway connectivity are some of the areas to explore for improving the connectivity between cities and states.
- **Tourist facilities:** Ensure easy availability of the visa offices/ centres at all the key destinations experiencing high foreign turnout. Provision of other facilities such as adequate parking and way side facilities is the need of the hour.
- **Explore new concepts such as MICE to attract tourists:** There is an increased focus in many states on the MICE sector as an engine of growth for the business tourism sector. To build upon this opportunity, connectivity and availability of world-class infrastructure should be ensured. Incentives and subsidies to attract investors may be proposed as part of the MICE strategy.
- **Accommodation facilities**- Setting up accommodation facilities in select unexplored destinations, upgrading the service levels of hotels, introducing theme based resorts, are some options to be explored. Some popular themes could be golf resorts, wild life resort, green/ clean technology resorts, etc.

- **Collaboration with other governments:** It is critical for the holistic growth of tourism that the states combine their efforts and offer comprehensive services and solutions. To create an enabling environment, the states need to explore possibilities by initiating dialogue with key states/ countries and creating roadmaps for implementation.



1 Background

1 Background



India's first Tourism Investor's Meet is organized by the Ministry of Tourism, Government of India in partnership with Federation of Indian Chambers of Commerce and Industry (FICCI) and Tourism Finance Corporation of India Ltd. (TFCI) in Delhi.

Ernst & Young LLP has been engaged as the knowledge partner for the event.

1.1 Tourism industry

Tourism industry today has turned into a key driver of socio-economic progress through the creation of jobs, enterprises and infrastructure development globally. Over the past six decades, tourism has experienced continued expansion and diversification, to become one of the largest and fastest-growing economic sectors in the world.

Past years have seen the global Travel & Tourism industry growing at a higher rate than significant sectors such as automotive, financial services and health care. In 2014, the Travel & Tourism industry generated INR 484.69 trillion and 27.7 crore jobs for the global economy.

Figure 1-1 : Global tourism industry statistics, 2014

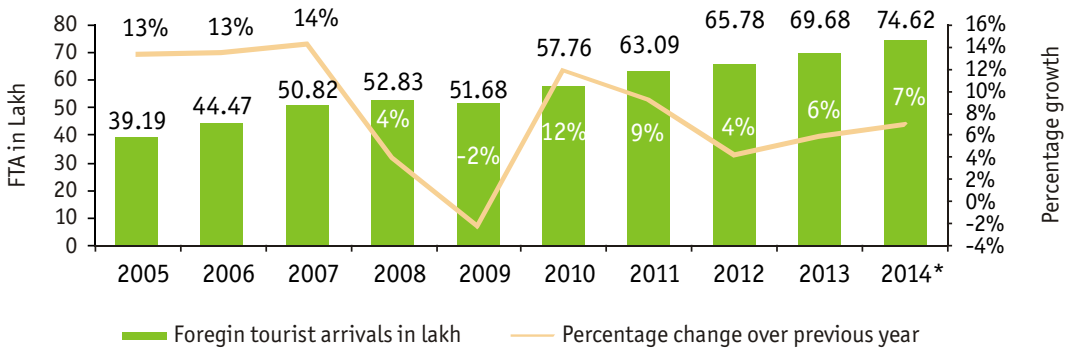


Source: Annual Report 2014, World Travel and Tourism Council

India has a huge potential to become a preferred tourist destination globally with both foreign and domestic tourist numbers rising each year. India sees the 11th largest tourist inflow in the Asia-Pacific region and the 42nd worldwide, according to India Tourism Statistics 2013. The table below shows the foreign tourist arrivals in India over the years.



Figure 1-2: Foreign tourist arrivals in India and the growth rate



Source: "India Tourism Statistics 2013 at a glance", Ministry of Tourism, India

** Figures for 2014 are till December 2014*

The foreign tourist arrival figure in 2013 was 69.7 lakh and 74.6 lakh till December 2014. It has grown over 2010 to 2014 at a CAGR of 7% p.a.[1]

The Indian Travel & Tourism sector contributed INR 764.25 billion, which is 6.7% of GDP of India expected to grow at 6.4% p.a. during 2014-24 vis-à-vis the world average of 4.2%. As compared to other countries focusing on tourism as a key industry, India's share needs to be increased at least by 3% to reach the global average.

Table 1-1: Contribution of tourism in countries' GDP globally

Country	GDP contribution in 2014
Malaysia	14.9%
Mauritius	25.5%
Singapore	10.1%
Australia	10.1%

Contribution to GDP:

India–6.7%

World average–9.5%

Source: Country Reports, 2014, World Travel and Tourism Council

It ranks 2nd in terms of the number of jobs generated by tourism industry in the world by supporting 3.66 crore jobs in 2014. Tourism industry has also been a key driver for capital investments in the country. Capital investments in the tourism sector include spending by all sectors directly involved in the travel and tourism industry such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. Such investments lead to social development of an economy as tourism infrastructure can also be utilized by the community in general.

[1] *World Economic Forum's Travel and Tourism Competitiveness Report 2013*



Capital investment in the travel and tourism sector in 2012 was estimated at INR 176,140 crore amounting to approximately 6.2% of the total investment in the Indian economy. It is expected to witness further annual growth rate of 10.5% by 2023.

The Ministry of Tourism (MOT) being the nodal agency for the tourism sector in India focusses on the introduction of growth-oriented policy measures, formulation of schemes and programs, coordination among private and government sector and development and promotion of tourism in the country. It is joined in this initiative by other central ministries which complement the efforts of MOT to achieve its goals. Though there are a host of other ministries and departments supporting MOT, for the purpose of this report, the initiatives taken by two ministries over past 5 years – Ministry of Railways and Ministry of Civil Aviation – have been discussed in further detail in Section 2 of this report.

1.2 Key states focusing on tourism

Apart from the concerted efforts of the Ministry of Tourism (MOT) at the centre, select states in India have taken multiple initiatives to boost their tourism industry. The initiatives range from policy measures to fiscal support to infrastructure creation and capacity building. This report discusses the specific interventions in the tourism sector by the following four states:

- Madhya Pradesh
- West Bengal
- Telangana
- Rajasthan

These four states feature among the top 10 states majorly contributing to attract both foreign and as well as domestic visitors. All these states have effective tourism policies covering the necessary aspects of the tourism.

The criteria for shortlisting the above states are as follows:

- Increase in tourism budget allocation
- State GSDP growth
- Existence of a dedicated policy on tourism.

The following table provides a snapshot of the status of the states across the above defined parameters.

Table 1-2: Status of select states across the shortlisting parameters

Parameters	Madhya Pradesh	Rajasthan	Telangana	West Bengal
GSDP CAGR for the period FY 2004-05 to FY 2013-14	16.6%	11.86%	17.3%	6.8%
Budget allocation (FY2014-15 to FY2015-16)	5% (increase in budget estimates of tourism sector)	68% (increase in allocation to tourism, art and culture)	No change in allocation	15% (increasein allocation to tourism sector)
Tourism Policy	Tourism policy launched in 2001 Amended in 2014	Tourism policy launched in 2001 New policy 2015	Tourism policy 1998 New policy 2010[2]	Tourism policy 1996 Amended 2008 New Policy 2015 (expected)

This report provides a brief about each of these states in subsequent sections focusing on the main attractions, infrastrucutre assessment including the connectivity, availability of accomodation facilities and the initiatives taken by the State Governments in the recent past. Based on the preliminary secondary analysis on these states certain key recommendations are provided at the end of the report.

[2] *Following the tourism policy of Andhra Pradesh*



2 Initiatives by select central ministries

2 Initiatives by select central ministries



This section highlights the interventions of the select ministries in the tourism sector over the past five years. Connectivity is one of the critical aspects of promoting and developing tourism in the country – rail and air connectivity provides fast connectivity to the places of tourism interest apart from the roads. The contribution of these facilities to the growth of tourism is discussed in the sections that follow.

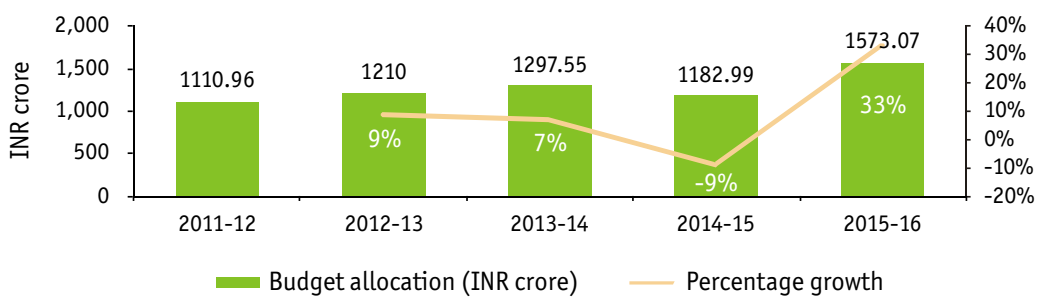
2.1 Ministry of Tourism

The tourism industry has experienced tremendous growth because of growing economy, higher disposable incomes, and improving infrastructure. The government has supported air connectivity, projection of states and increasing awareness, domestic and internationally, availability of trained guides, reasonably priced hotel accommodation, better tourism infrastructure, etc.

Tourism benefits India majorly in three ways – employment, foreign currency and infrastructure development. Currently tourism has a share of 6.7% in the GDP of India and its share has been increasing over the past few years reflecting the growing attention on tourism sector. It is among the top most contributors to GDP along with Mining, IT and Automobile.

The MOT has been allocated INR 1,573.07 crore for 2015-16, rising by 33% over last fiscal's allocation in the union budget. The allocation to tourism in the last five years is shown in the figure below.

Figure 2-1: Budget allocation to tourism sector under Union Budget





The rising budget allocation in all but one year shows the rising focus on the sector at the country level. The ministry has taken numerous initiatives to boost the inflow of foreign tourists and increase domestic tourism. The sections below highlight some of the key initiatives in different sections and categories of the sector.

Launch of the Visa on Arrival (VoA) enabled Electronic Travel Authorisation (ETA) scheme

The Government extended the VoA enabled ETA facility for 43 countries in November 2014. Prior to it, the VoA scheme was in operation for 12 countries only. The facility is operational at nine international airports including all four metropolis and Kochi, Bengaluru, Hyderabad, Trivandrum and Goa. It shall facilitate the tourists to travel for tourism, short term medical treatments or casual visit and have a short stay of 30 days. A total of 25,023 tourists arrived in India in January this year using the VoA enabled ETA scheme as against 1,903 in the same month last year, registering a growth of 1,214.9% growth.

New schemes launched – PRASAD and Swadesh Darshan

Two new schemes have been launched in the budget announcement of 2014-15 - National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) and Swadesh Darshan – to be launched in mission mode. One of the key focus areas shall be the developing world-class infrastructure in the identified destinations/ circuits.

PRASAD

Initially, twelve cities namely Amritsar, Ajmer, Amaravati, Dwaraka, Gaya, Kanchipuram, Kedarnath, Kamakhya, Mathura, Puri, Varanasi and Vellankani have been identified for development. A sum of INR 100 crore in 2014-15 has been allocated for the purpose of beautification and improvement of amenities and infrastructure at pilgrimage centres..

Swadesh Darshan:

This scheme is aiming at integrated development of tourist circuits around specific themes. The five circuits identified under this Scheme are Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, and North-East Circuit.

Swachh Bharat, Swachh Smarak

Following on the lines of "Swachh Bharat", the MOT launched a special poster in 2014 requesting the tourists and general public to engage themselves in the cleanliness of their surroundings and help create a Swachh Bharat, Swachh Smarak. It is an initiative towards a cleaner India by protecting and preserving the sanctity of monuments of national heritage.



Clean India Campaign

The Ministry launched the Clean India Campaign in 2013 with a view to attract more tourists by improving quality of services, and providing a hygienic environment in and around tourist destinations across the country. This campaign is to be sustained though adoption and involvement of private and public sector stakeholders as a part of their Corporate Social Responsibility (CSR). ONGC has adopted Taj Mahal, Red Fort, Ellora Caves and Elephanta Caves in Maharashtra, Golkonda Fort in Hyderabad and Mahabalipuram in Tamil Nadu under the program and shall be responsible for their cleanliness.

Rationalization of Taxes

- The Ministry of Tourism in collaboration with the Ministry of Road Transport &Highways and the State Governments of NCT of Delhi, Rajasthan, Haryana and Uttar Pradesh has made an arrangement whereby taxes would be collected centrally at each of the four starting nodes at Delhi, Gurgaon, Jaipur and Agra in such a way that the taxes thus collected are apportioned and the tourist coach/car would be allowed unhindered movement in the Golden Triangle.
- Empowered Committee of officers on the 'Issue of National permit system' for tourist buses and goods vehicles (below 7.5 tons) has been constituted.
- Five Year Tax Holiday provided for 2, 3 and 4 star category hotels located in all UNESCO declared World Heritage sites (except Mumbai and Delhi) for hotels operating with effect from 01.04.2008 to 31.03.2013.

Investment in infrastructure

- Foreign Direct Investment (FDI) – Hotel and Tourism related industry declared as high priority industry and FDI up to 100% under the automatic route.
- Enhancement of FAR in Delhi from 150 to 225 for hotels excluding Lutyens Zone.
- The project for construction of new Passenger Terminal at Marmugao, Goa Port Trust to promote Cruise Tourism has been launched in August 2014.
- An investment linked deduction Under Section 35 AD of the Income Tax Act had also been announced in the Union Budget 2010-2011 for establishing new hotels of 2 star category and above, all over India thus allowing 100% deduction in respect of the whole or any expenditure of capital nature excluding (land, goodwill and financial instruments) incurred during the year.



Safety of Women Tourists

Key measures taken by the ministry towards safety and security of domestic and foreign tourists including women travellers are:

- Launch of the Incredible India Help Line in 2015, to address and guide tourists during any emergency, including those criminal in nature.
- Grant of Central Financial Assistance to Governments of Rajasthan, Uttar Pradesh and Andhra Pradesh for setting up of Tourist Facilitation and Security Organization (TFSO) on a pilot basis.
- Adoption of code of conduct for Safe and Honorable Tourism which contains a set of guidelines to encourage tourism activities to be undertaken with respect to basic rights like dignity, safety and freedom from exploitation of both tourists and local residents, in particular women and children.
- Launch of the "I respect women" campaign in July 2013. It involved distribution of badges to auto-rickshaw drivers, taxi drivers, guides, coolies, travel agents and all cutting edge personnel in tourism trade.

Other Initiatives

- The Centre, in tandem with the tourism industry, is putting together a package where the sops offered would be proportionate to the distance of the traveller's point of departure from India.
- Developing infrastructure for various niche products such as Rural, MICE, Adventure, Eco Tourism, etc.
- Convergence for mega projects with Jawaharlal Nehru National Urban Renewal Mission (JNNURM), Civil Aviation, Road Transport & Highways, Railways, Food Processing Industries, etc.
- Developed different Tourism Circuits like Golden Triangle or Buddhist Circuit to attract more tourists.
- A Hospitality Development and Promotion Board was set up in January 2011, to monitor and facilitate hotel project clearances/approvals and approving INR 18,600 crore under the 12th Five-Year Plan for the development of tourism infrastructure projects, including rural tourism and human resource development projects.



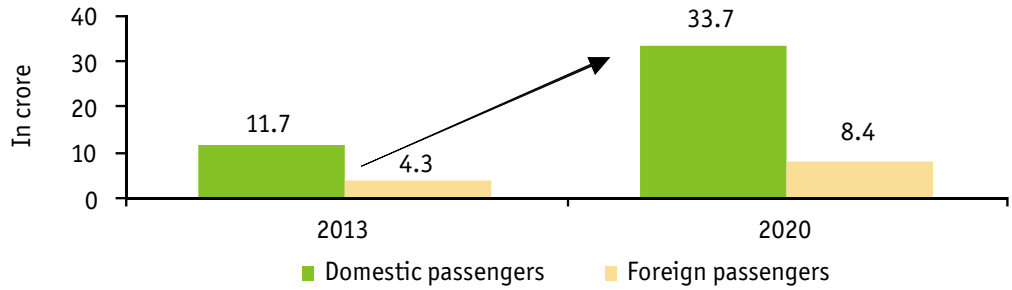
2.2 Ministry of Civil Aviation

Budget allocation 2015-16 – INR 5,360.95 crore

As on today, more than 85 international airlines operate to India and 5 Indian carriers connect over 40 countries. Its airport infrastructure is undergoing modernization with the installation of state-of-the-art facilities. Despite facing a reduced growth rate in the past few years, the Civil Aviation Industry in India has ushered in a new era of expansion driven by factors such as Low Cost Carriers (LCC), modern airports, Foreign Direct Investments (FDI) in domestic airlines, cutting edge Information Technology (IT) interventions and a growing emphasis on regional connectivity.

Currently, India's aviation industry caters to nearly 11.7 crore domestic and 4.3 crore international passengers. The studies suggest that by the year 2020, India is likely to become the 3rd largest aviation market handling 33.7 crore domestic and 8.4 crore international passengers with projected investment to the tune of INR 7,65,240 crore[3].

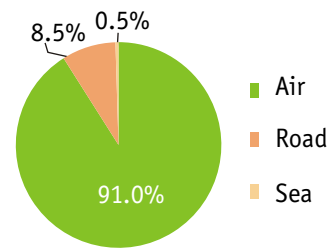
Figure 2-2: Number of passengers using air as a mode of transport



Source: Indian Aviation Industry at a glance, India Mirrorwebsite

There are high prospects and possibilities of growth of Indian aviation markets. The gap between potential and current air travel penetration shows that India is presently at 0.04 air trips per capita per annum, which is significantly lower than that of developed countries like US and Australia which have more than 2 air trips per capita p.a.

Figure 2-3: FTA by mode of transport (2013)



Source: Indian Tourism Statistics 2013, Ministry of Tourism

[3] *"Indian Aviation Industry at a glance" http://www.indianmirror.com/indian-industries/2014/aviation-2014.html*



According to the International Civil Aviation Organization (ICAO), an additional dollar invested in air transport leads to a benefit of around three dollars to the local economy. Moreover, every additional job created in the air transport results in creation of over six new jobs in the local economy.

Government agencies have projected that around 500 airports in all, both brownfield and greenfield, would be required by 2020. There are over 460 airports and airstrips across India, some of which, with reasonable investments, could be developed as low-cost airports. As per the 12th Five Year Plan (2012-2017), improving air connectivity in tier-2 and tier-3 cities in India is one of the key priorities. This expansion will not only add a much needed boost to the industry, but also increase the viability of new trends like low cost airports and airlines in the country. The private sector is sought to be involved in a big way through different PPP models, with substantial involvement of state support in terms of financing, concessional land allotment, tax holidays and other incentives.

The MOCA's budget allocation under the Union Budget 2015-16 is INR 5,360.95 crore and its non-plan expenditure is estimated at INR 621.50 crore. The sections below highlight some of the key initiatives in the last five years taken by the MOCA:

Foreign Direct Investment (FDI)

The single most important policy decision which may transform the civil aviation sector in India has been the one taken in 2013, to allow 49% FDI by the foreign carriers in domestic airlines. Some of the major investments and developments in the Indian aviation sector:

- FDI inflows in air transport (including air freight) during April 2000 to January 2015 stood at US$ 562.65 million, as per data released by Department of Industrial Policy and Promotion (DIPP).[4]
- Air Costa, an Indian regional airline based in Vijaywada, plans to add eight aircrafts before 2016 to its existing fleet of four aircrafts.
- Boeing is planning to set up an aircraft manufacturing base in India. Once set up, it would be part of the 'Make in India' programme, under which the government wants companies to not only manufacture for India but export as well.
- Tata Group has launched its full-service airline 'Vistara' in January, 2015. Vistara started on Mumbai-Ahmedabad route and plans to expand to other cities later. Vistara has also signed inter-line agreements[5] with Singapore Airlines and SilkAir.

[4] *"Indian Aviation Industry", http://www.ibef.org/industry/indian-aviation.aspx*

[5] *An inter-line agreement refers to a pact to issue and accept tickets for flights that are operated by the partner airlines.*



Greenfield Airports

- New Greenfield airports are under construction and security, surveillance and air traffic navigation systems have been modernized.
- In pursuance of Policy for Greenfield airports, the Central Government had accorded "in-principle" approval for setting up of as many as 16 Greenfield airports in various locations across India.[6]
- In addition, MoCA is in the process of formulation of Policy for Economic Regulation for airport.
- Further MoCA is also in the process of formulation of 'Hub Policy' which will boost the aviation hubbing in India. Policy shall aim to make all strategically located Indian airports as Hub and Spoke model to make them most efficient, cost effective, liable, safe, secure and provide comfortable air travel to passengers.

Public Private Partnership

- Another area which has given wings to the growth of Indian civil aviation is the privatization of four major airports under JV/PPP model and the policy of development of Greenfield airports which envisages synergy between the public and private sector.
- Keeping pace with the Government policy, the Airports Authority of India has also completed the expansion and up gradation of two metro airports at Kolkata and Chennai and has undertaken the development of 35 selected non-metro airports.

Rural Connectivity

- To make the growth in this sector equitable and inclusive, MOCA is aiming to provide connectivity to all areas in the country.
- Apart from the development of low-frill airports and modification of Route Dispersal Guidelines, the Government is in the process of formulation of a policy for promotion of regional and remote area connectivity in India incentivising the Indian carriers to operate on these routes including code sharing and seat credit mechanism.

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[6] *Greenfield airports proposed at Mopa (Goa), Navi Mumbai, Sindhudurg and Shirdi (Maharashtra), Bijapur, Gulbarga, Hassan, Simoga (Karnataka), Aranmula-Patnanamthitta Dist., Kannur (Kerala), Pakyong(Sikkim), Durgapur (West Bengal), Dabra (Madhya Pradesh), Palladi (Rajasthan), Kushinagar (Uttar Pradesh), Karaikal (Puducherry).*



Liberalization of Policies

- In order to ensure better advance planning on the part of airlines, the MOCA has already allocated the traffic rights to Indian carriers opening up several new international sectors and increasing the overall traffic entitlements of the airlines by approximately 60% over the existing traffic rights.[7]
- The Government has also unleashed the potential of development around airports by simplifying the building regulations. No prior permission is required for construction activities around airports if the builder constructs the building within the permissible height limits which will be marked by AAI.

Tourism Specific Initiatives

- To promote tourism, the Ministry of Civil Aviation declared operations on Cochin-Agatti-Cochin route as Category IIA[8] in Jun 2006.
- The number of civil helicopters may increase from the present 300 to over 500 according to the Strategic Plan, 2010-15 of MOCA.
- Seaplanes operations to be encouraged for tourism in conjunction with Helicopter services, from being almost non-existent today except for lone operations pioneered by Pawan Hans Helicopters Limited (PHHL) in Andaman and Nicobar Islands.
- Development/ Extension of City ports/ Heliports in at least 3 new Metro locations (apart from Rohini, New Delhi) in India and therefore giving a fillip to helicopter usage for passenger/ VIP travel, Tourism and other requirements such as Medevac, Disaster Management, etc. with deployment of additional 20 helicopters.
- Four domestic airports which attract foreign tourists were declared as international airports in 2012 - Lucknow, Varanasi, Tiruchirapalli, Mangalore and Coimbatore and Bhubaneswar and Imphal were declared in 2013.
- For the period of April 2013 to March 2014 there were 1,114 Inclusive Tour Package (ITP) Tourist Charter Flights operated into India bringing a total of 2.25 lakh foreign tourists.

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[7] *"India to be third largest aviation market by 2020"http://pib.nic.in/newsite/erelease.aspx?relid=94309*

[8] *Category – II, referred to as Category – IIA region includes Jammu & Kashmir, Andaman & Nicobar and Lakshadweep.*



2.3 Ministry of Railways

Carries 3 crore passengers every day

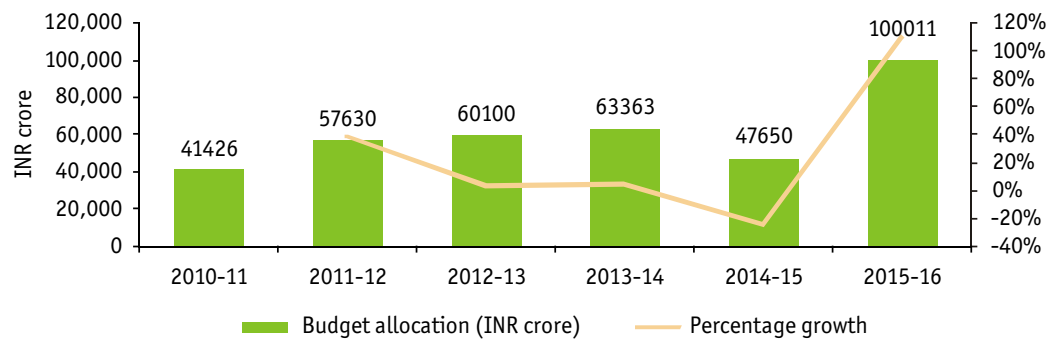
Indian Railways has contributed immensely to the growth of tourism in India. India has a well spread railway network which is the fourth largest in the world. It seamlessly connects the 29 states and 3 union territories of India through almost 8,500 stations. It has a total route network of about 64,500 km and operates more than 19,000 trains every day. It has 229,381 wagons, 59,713 coaches and 8,417 locomotives. They use promotional schemes, flexible tour packages, special trains, luxury trains, charter train to encourage tourism. Various concessions are also given to disabled passengers, patients, senior citizens, awardees, war widows, students, youth, kisaan, artisans, sports persons and medical professionals.

Railway has always played an important role in promotion of tourism in India and provides an economical mode of travel to the burgeoning middle-class. Apart from operating trains, the railways is also engaged in runnig of hospitals and schools, security, catering, real estate development and manufacturing of locomotives, wagons and their parts.

In the year 2012, Indian railways had 12,335 passenger trains and carried over 3 crore passengers daily. It aims to provide improvement in customer experience, to make rail a safer means of travel by providing e-catering and e-ticketing facilities, maintaining surveillance without intruding privacy of passengers, entertainment facilities, wi fi facilities, increasing sleeper coaches, mobile charging facility in general coach, etc.

Railway has a share of 1% in the GDP in 2010-11 and 2011-12 and it is continuously showing a constant graph. The railway has a potential to contribute 2% in the GDP of India. INR 1,00,011 crores has been allocated for the railway in 2015-16. It has shown a significant rise in the percentage growth of the rail budget.

Figure 2-4: Railway budget allocation



Source: Indian railway budget speech, 2015-16



Table 2-1: Luxury trains in India

New Luxury Trains In India	Launch year	Connecting states
Royal Rajasthan on Wheels	January 2009	Delhi, Rajasthan and UP.
Deccan Odyssey	Launched in 2004 and gone off track after October 2008. Has resumed from 2011	Maharashtra, Goa, Rajasthan, Delhi
The Golden Chariot	2008	Karnataka, Goa, Tamil Nadu, Kerala and Puducherry.
Maharajas Express	2010	Delhi, Uttar Pradesh, Rajasthan, Madhya Pradesh, Maharashtra.

Source: Indian Luxury Trains

The sections below highlight some of the key initiatives in the last five years taken by the Ministry of Railways:

High speed trains

- In 2014 Rail budget, high speed trains were approved to increase train speed from existing 110 and 130 kmph to 160-200 kmph on 9 routes so that inter-metro journeys like Delhi-Kolkotta and Delhi-Mumbai can be completed overnight. A trial run has been successfully completed on Delhi –Agra
- Diamond Quadrilateral is a project of Indian railways to establish high speed network and connect four major cities Chennai, Delhi, Kolkata and Mumbai.

Station infrastructure

- Introduce lifts and escalators in all major railway station
- Provision of battery operated car for senior citizens snd disable passengers at major railway stations
- E-auction 100 stations for redevelopment through PPP
- Introduce food courts at all major stations

Introduction of new trains

- In 2014, tourists train were proposed to boost domestic tourists. One of them was to start from Gadag to Pandarpur covering the pilgrim and tourist places of Karnataka and Maharashtra and the other train from Rameshwaram covering Bengaluru, Chennai, Ayodhya, Varanasi and Haridwar.



- Vivek Express which was announced in 2011 to commemorate the life and work of Swami Vivekananda. was launched in 2013 to connect places like Gujarat, Maharashtra, Andhra Pradesh, Karnataka and Tamil Nadu.
- Special tourist train known as Janam Bhoomi Gaurav was launched in 2012.

Cleanliness Drive

Swachh Rail mission under the Swachh Bharat Abhiyan has been launched by the ministry recently. Some of the key steps to be implemented are installation of RO-drinking units, housekeeping wing, mechanized laundry and CCTV to monitor cleanliness.

Grievance handling and Safety

- Passengers will be able to dial 138 to complain, even from the trains they are travelling on and possibly get grievances sorted out on route.
- Another number, 182, is to be set up as a security helpline with a focus on women's safety with some of the money for this to come from the Nirbhaya fund.
- Closed-circuit TV cameras are also to be installed on some trains as well while ensuring the privacy of the travellers.

Other Initiatives

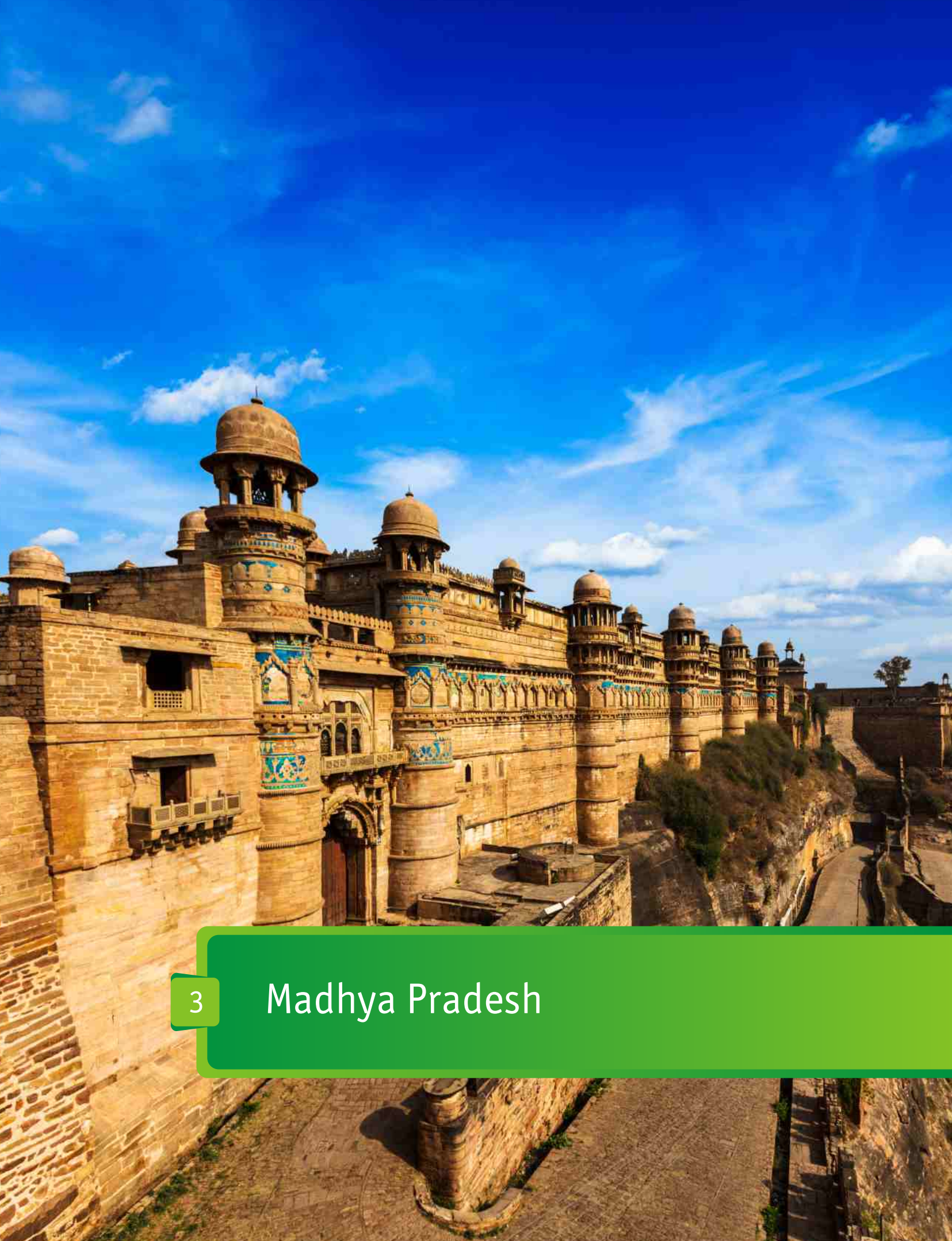
- Indian railway will work with Goa government to boost its tourism[9] and to provide better amenities to travelling public.
- Indian railway to introduce Devi circuit, Sufi circuit, Sikh circuit, Christian circuit, Buddhist circuit, and Jyotirling circuit to boost tourism in India.[10]
- Introduction of super AC coaches in trains.
- Railway has introduced new exclusive trains for tourist which provide them luring packages to popular destinations in a particular area.
- In 2009 the Adarsh station scheme was introduced to provide the basic facilities like drinking water, functioning toilets, catering services, waiting rooms, dormitories especially for lady passengers and out of identified 976 stations 616 stations have been developed as Adarsh stations.

[9] *"Indian railways will work with KRC to boost Goa's tourism", Time of India, 1 April 2015*
[10] *Indian railway to build 6 circuits to boost tourism, Express Travel World, 8 July 2014*



- Indian Railways (IR) launched mobile ticketing services in August 2011 to make the ticket issuing process more efficient.

While the Center ensures the right strategic initiatives are taken to guide the sectors and stakeholders towards making the right investment decisions, it is the states which ensure these initiatives are implemented at the grass root level. Hence, in the subsequent sections some key states which are currently on a trajectory of growth are discussed. The initiatives and interventions proposed by each of the selected four states to boost the growth of tourism are presented hereunder.



3 Madhya Pradesh

3 Madhya Pradesh

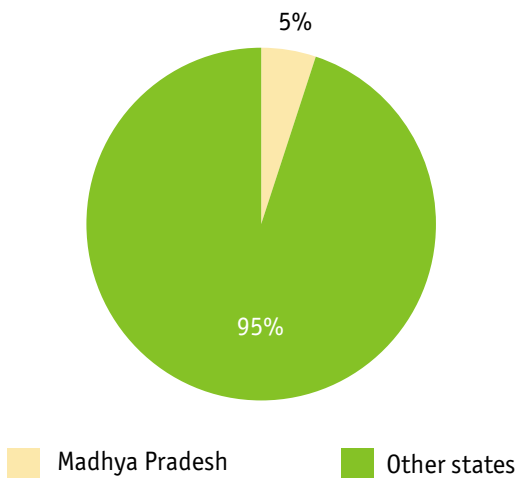




The state of Madhya Pradesh is known as 'the heart of Incredible India'. With 9 national parks, 25 sanctuaries and 3 UNESCO World Heritage Sites, the State is home to a rich cultural heritage; innumerable monuments, large plateau, mountain ranges, rivers and miles of dense forests offering an unparalleled panorama of wildlife in sylvan surroundings.

Madhya Pradesh contributed 5.4% in the total tourist number in the year 2013. Foreign tourists arrivals in Madhya Pradesh were recorded at 2.6 lakhs in 2011 and this number went up to 2.81 lakhs in 2013. During the same period, domestic tourist visits surged from 4.4 crore to 6.3 crore, posting a 43% increase in a matter of two years. The tourism sector accounted for 2.7% in Gross State Domestic Product and 1.9% in state employment in 2009.[11]

Figure 3-1 : Percentage of tourists visiting Madhya Pradesh and other states (2013)



[11] *http:/whc.unesco.org/en/list*

Figure 3-2: Foreign and domestic tourist visits in Madhya Pradesh



Source: India Tourism Statistics 2013, Ministry of Tourism, Government of India.

3.1 Tourist circuits and destinations

3.1.1 Tourism circuits

On the basis of the proximity of destinations and linkages between them, State Government has identified 4 major tourist circuits in the State:

- Gwalior - Shivpuri - Orchha - Khajuraho
- Indore - Ujjain - Maheshwar - Omkareshware - Mandu
- Jabalpur - Bhedaghat - Mandla - Kanha - Bandhavgarh
- Bhopal -Sanchi - Bhojpur - Bhimbetka - Panchmarhi

3.1.2 Tourist destinations

The State Government has broadly classified the tourist destinations into the following categories:

Figure 3-3: List of tourist destinations in Madhya Pradesh

Heritage	Wildlife	Pilgrimage	Leisure
• Bhimbetka • Chanderi • Datia • Gwalior • Indore • Khajuraho • Mandu • Orchha • Sanchi • Vidisha	• Bandhavgarh • Kanha • Panna • Pench	• Amarkantak • Chitrakoot • Maheshwar • Omkareshwar • Ujjain	• Bhopal • Jabalpur • Pachmarhi • Shivpuri



Main attractions[12]

- The Khajuraho Group of Monuments: Listed as a UNESCO world Heritage Site, it has the largest group of medieval Hindu and Jain temples with exquisite sculptures
- Buddhist monuments at Sanchi: The Buddhist sanctuary is one of the oldest in existence and was a major Buddhist centre in India until the 12th century A.D. It has been listed as a UNESCO World Heritage Site.
- Amarkantak: It is a pilgrim center for the Hindus, and is the source of the rivers Narmada and Sone.
- Kanha National Park: It is one of the oldest and best- known parks of India. The Wildlife Conservation Society (WCS), the world's premier conservation institute, has rated Kanha as the best managed park in Asia. Tigers and Swamp Deers are major attractions at the national park.

3.2 Infrastructure assessment

3.2.1 Connectivity

3.2.1.1 Air

The state of Madhya Pradesh is well connected to all the major cities such as Delhi, Mumbai, Pune, Nagpur, Hyderabad, Vishakhapatnam, Bangalore, Srinagar, Ahmedabad, etc. The list of airports in the state is as follows:

Table 3-1 : Airports in Madhya Pradesh

S No	Name	Location	Type	Status
1	Raja Bhoj Airport	Bhopal	Domestic	Operational
2	Devi Ahilyabhai Holkar Airport	Indore	Domestic	Operational
3	Rajmata Vijaya Air Terminal	Gwalior	Domestic	Operational Civil Enclave
4	Dumna Airport	Jabalpur	Domestic	Operational
5	Civil Aerodrome Khajuraho	Khajuraho	Domestic	Operational
6	Panna Airport	Panna	Domestic	Non-operational
7	Dhana Airport	Sagar	Domestic	Non-operational
8	Khandwa Airport	Khandwa	Domestic	Upcoming
9	Singroli Airport	Singroli	Domestic	Upcoming
10	Burhanpur Airport	Burhanpur	Domestic	Upcoming
11	Sidhu Airport	Sidhu	Domestic	Upcoming
12	Shahdol Airport	Shahdol	Domestic	Upcoming

Source: Airports Authority of India

[12] *Annual Report Tourism Survey for the State of Madhya Pradesh (June 2011-May 2012), Ministry of Tourism*



The airline company Ventura Air Connect, the intra-state airline, connects cities including Bhopal, Gwalior, Indore, Jabalpur, Satna, Khajuraho and Rewa in Madhya Pradesh.[13]

3.2.1.2 Rail

All important cities of India are linked with direct trains to Madhya Pradesh. The state of Madhya Pradesh has 20 major railway junctions as well as 18 minor railway junctions. There are over 86 trains that connect the state with the rest of India. "Maharaja Express" is a luxury tourist train which passes through the state connecting Gwalior, Khajuraho and Umaria (Bandhavgarh).

3.2.1.3 Road

There is an extensive network of National and State Highways in Madhya Pradesh. It has 5,185 km of national highways laid currently. The longest national highway in the state is NH 3 which stretches from Rajasthan to Maharashtra border. The length of highways is provided in the table below:

Table 3-2: Type and length of roads in Madhya Pradesh

Road type	Road length (km)
National Highways	5,185
State Highways	10,859
Major district roads	19,574

Source: Madhya Pradesh March 2015, IBEF

Tourist destinations like Gwalior, Indore, Sanchi, Agra, Jaipur, Khajuraho, Mandu and Nagpur can be easily accessed by road from the state capital Bhopal.[14] NH7, NH75, NH12, NH26 and NH59 are among the major highways in Madhya Pradesh.

3.2.2 Accommodation

There are plenty of accommodation facilities available in the state spread across jungles, heritage sites, pilgrim sites and hill stations. All four luxury safari lodges of Taj Group are located with world class facilities in the state. There are a total of over 200 hotels in the state of Madhya Pradesh with 5-star category hotels in Gwalior, Indore and Bhopal.

[13] *"Madhya Pradesh is leading by example" http://www.businessinsider.in/Madhya-Pradesh-is-leading-by-example-in-air-connectivity-Heres-how/articleshow/47327515.cms*
[14] *http://mp.gov.in/en/how-to-reach*

Table 3-3 : Accommodation in Madhya Pradesh

Category of hotels	Number of hotels
5 star deluxe	5
5 star	3
4 star	4
3 star	20
2 star	9
1 star	8
Non star hotels	1142
Dharamshalas	49
Others	89
Total	1329

Source: Annual Tourism Survey, 2011-12

Some places like Panchmarhi have an accommodation site in every 50-100 meters.

3.2.3 Civic amenities

The details of the current status of the civic amenities available in the state are provided in the table below:

Table 3-4: Civic amenities in Madhya Pradesh

Water Supply	Sewage System
• The average per capita water supply in major cities in the state, such as Indore, is around 80 litres per day. • Under the JNNURM, the aim is to achieve per capita water supply of 135 litres per day between 2015 and 2021. Cities are being planned to accordingly. • 67 projects worth INR 1,554.7 crore have been approved between March 13 and March 2014 and are in the transition phase for water supply under JNNURM.	• In cities such as Indore, around 55% of the population is connected to a sewage network. • Under the JNNURM, the entire population in the cities will be connected to the sewage network. • Three projects worth INR 637.7 crore have been sanctioned for sewage treatment. • The Asian Development Bank (ADB) has funded 16 projects worth INR 215.54 crore for Bhopal in the areas of water supply, sewerage and sanitation, storm-water drainage and solid-waste management.

Source:Madhya Pradesh March 2015, IBEF



3.2.4 Other categories of infrastructure

3.2.4.1 MICE (Meetings, Incentive, Conferencing & Exhibitions)

The state has been conducting B2B meets, conferences and conventions both government related as well as private in the state capital Bhopal, Khajuraho amongst others, with FICCI, CII and other associations.

The state has numerous hotels with convention centres and meetings halls to host various events. There are conference hall facilities in Bhopal and 2 convention centres. However the major convention centre in Madhya Pradesh is the Brilliant Convention Centre.

The Brilliant Convention Centre at Indore is the only technologically advanced and architecturally pleasing Centre of this scale within a radius of 500 km which includes places like Nasik, Baroda, Gwalior and Nagpur. BCC has been conceived and designed to execute world-class events. BCC is the largest convention centre in Central India offering about 1 lakh square feet of flexible meeting space with 15 meeting halls which have a capacity of 5000 people

3.2.4.2 Transport system

Seven projects worth around INR 889.59 crore have been sanctioned for improvement of the transport system. Utthan – an urban infrastructure investment programme helps the urban poor with facilities such as roads, water, street light and drains. The project has directly benefited about 71,000 slum dwelling families in the state.

3.3 Initiatives by State Government

3.3.1 Regulatory and policy initiatives

The tourism policy of the Madhya Pradesh state government is in place since the year 2002. The latest amendments were made to the policy in 2014 focusing on promoting private investment in the tourism sector and undertaking appropriate development of tourism based projects through public private partnerships.[15]

The Madhya Pradesh government has proposed the following with respect to the tourism and hospitality industry:

- Provision of INR 134 crore in 2015-16 for different schemes under tourism department like promotion of inter-state aviation service, tourism infrastructure and religious tourism and adventure sports.

[15] *Tourism Policy 2010 (As amended in 2014)"*



- Under the preparation for Simhatha Mahakumbh cultural programs will be organized in Ujjain from beginning of the year till the end of Kumbh next year.
- Establishment of Tagore Arts Complex in Khandwa and Vidisha for promotion of art and culture.
- Provision of INR 142 crore in 2015-16 for cultural and archaeological activities.[16]

Figure 3 4: Madhya Pradesh tourism policy 2014

Key features of the new tourism policy (2014)

The Madhya Pradesh Government recently amended its policy in 2014 which focuses on developing heritage and eco-tourism. The policy covers incentives for hotels, motor vehicles, and special tourism zones among others. Some of the important policy measures are as follows:

- Subsidy for Heritage Hotels: 35 % capital subsidy subject to maximum ceiling limit of INR 1.5 crore or whichever is less (not including the cost of the land) will be provided for renovation of the property. The subsidy will be provided only after a service period of 1 year is completed, and the property has been awarded Heritage hotel status by the HRACC.
- Exemption in Luxury Tax on Construction of New Heritage Hotels: All new heritage hotels set up after 01.04.2006 shall be exempted from Luxury Tax for a period of 10 years
- Such existing properties like Garhi, Forts, and palaces/buildings etc. which come under the heritage category which had been used at least in part as heritage hotels earlier with a minimum investment of INR 50 lakh shall also be exempted from Luxury Tax for a period of 10 years for the extended portion only.
- Budget hotels on land provided by MPSTDC from their land bank will be entitled to 10% capital subsidy subject to a maximum ceiling of INR 50 lakh. Moreover, 50% subsidy on the upset price of departmental land shall also be provided.
- Budget hotels on privately owned land, will be entitled to 20% capital subsidy subject to a maximum ceiling of INR 50 lakh. In such case the value of the land shall not be considered.

[16] *State Budget 2015-16*



Apart from the above mentioned measures, the following additional interventions are also being taken as per the new policy guidelines:

Skill Development and Employment Oriented Training for Youth

- Efforts are underway to provide quality tourism facilities for establishing Madhya Pradesh as tourist-friendly state. To achieve this purpose, training is being imparted at Hospitality Training Institute, Bhopal to employees working in dhabas/ hotels, guides, porters, taxi drivers and rickshaw pullers. As many as 4,921 youths have been trained under "Hunar Se Rozgar" skill development scheme of the Union Government during year 2012-13 for providing them employment.[17]

Special Tourism Zones

The Madhya Pradesh Tourism Development Corporation has identified 16 tourism zones- Indira Sagar, Ban Sagar, Gandhi Sagar, Khajuraho, Datia, Orchha, Sanchi, Mandu, Tawa Nagar, Tamia-Patalkot, Salkanpur, Chitrakoot, Panna, Choral, Maheshwar, Amarkantak to attract investors to tourism sector in Madhya Pradesh. Additional subsidy and exemptions are being given in these zones.

Subsidy to regional airlines

The Madhya Pradesh State Government is the only state government in India to provide subsidies to an airline operating regional flights. It has sought concession from the Airports Authority of India in landing, parking and air traffic control charges for the first five years of operations to make the assistance viable. The state government paid an average INR 4,402 per seat subsidy towards underwritten seats and INR 1.49 crore towards VAT reimbursement to the private operator in the recent years.

Other initiatives

- Provisions to promote heritage tourism with regard to relaxation in capital investment on resorts and hotels have been made.
- Establishment of State Tourism Council and District Tourism Councils to promote culture and tourism related programs.
- The Government has allowed 100% foreign investment under the automatic route in the hotel and tourism related industry, according to the Consolidated FDI Policy, released by DIPP, Ministry of Commerce and Industry, Government of India.

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[17] *9 years of Madhya Pradesh in tourism sector" http://www.mpinfo.org/MPinfoStatic/english/articles/2013/130913Lekh31.asp*



3.3.2 Upcoming projects

- Film Tourism: The state has strongly expressed its intent to project and promote itself as a vibrant film tourism destination. Regions such as Bhopal, Pachmarhi, Orchha, Bhedaghat have been marked as potential zones for filming. A couple of popular art as well as mainstream cinema from the Indian film industry have been shot in Madhya Pradesh.
- The state government has decided in the March 2013 to set up international-level convention centres under MICE tourism. Under the scheme, over 1000 capacity major convention centres will be established on priority at Bhopal and Jabalpur and those of 500 medium capacity ones at Jabalpur and Gwalior.
- Destinations being developed into major tourist spots: Ujjain, Chanderi, Khandwa, Indore(Mega Destination), Jabua, Alirajpur and Gwalior
- Development of Mega Circuits: Jabalpur, Narmada Circuit, Ujjain, Buddhist Circuit and Bhopal
- Development of Way Side Amenities: Wayside amenities (WSA) are being developed in 268 locations in the state of which 30 have received approvals from the government and 45 more locations will be developed in the coming years with a budget marked for approximately INR 24 crore for development.[18]

3.3.3 Innovative practices

3.3.3.1 Caravan tourism

The government of Madhya Pradesh has introduced caravan tourism as one of its innovative entries in its portfolio. Called "Holiday On Wheels", the caravan travels on four circuits presently, namely:

- Bhopal-Pachmarhi-Bhopal[19]
- Bhopal-Sanchi-Udaigiri-Bhopal
- Bhopal-Bhojpur-Bhimbetka-Delawadi-Bhopal-Mandu,
- Bhopal-Bhojpur-Bhimbetka-Bhopal

The Caravan Bus facilities are also available in various places spread over the state. Caravan buses are exempted from road tax for a period of 5 years from the date of commencement of operation.

[18] *http://tourismpmis.nic.in/Scripts/InterfaceReport/PMIS/ProjectProfileState.aspx*
[19] *Caravan Tourism" http://www.mptourism.com/pdf/caravan.pdf*



3.3.3.2 Cruise

The MP government has started a river cruise on the River Narmada called the 'Narmada Queen'. It covers the Bargi Dam, which is an extremely scenic picnic spot. The following options are available[20] -

- Bargi-Mandla
- Bargi-Patha
- Bargi-Payli-Bargi

3.3.3.3 City sight-seeing tours

City sightseeing tours are available for the three most important tourist cities in Madhya Pradesh-Bhopal, Gwalior and Ujjain. The tour covers the entire city in one day giving the tourist an insight into the heritage and culture of the city[21].

3.4 Recommendations

The region's appeal as a tourist destination could be developed by implementation of the following initiatives:

- Development of Wildlife Tourism by having exclusive wildlife tours for enthusiasts covering places such as Kanha National Park.
- Luxury hotels and cottages near or in important tourist destinations
- Specialized heritage tours with knowledgeable guides to answer tourist's queries (Local people can also be engaged to conduct such tours.)
- Identification and development of additional mega circuits and mega destinations.

[20] *"City Sightseeing tours" http://www.mptourism.com/sightseeting-tour.html*
[21] *"City Sightseeing tours" http://www.mptourism.com/sightseeting-tour.html*



4 West Bengal

4 West Bengal



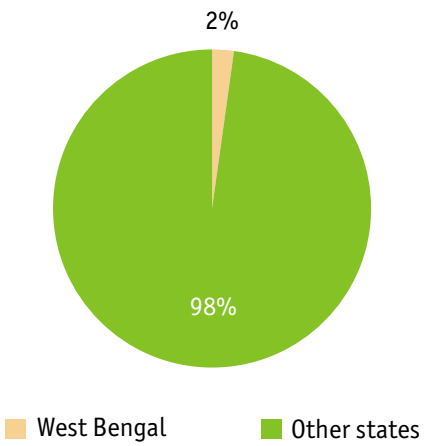
West Bengal (Paschim Banga) is located in the Eastern part of India and is nation's 4th most populous state. It adjoins 3 international borders viz. Bangladesh, Nepal and Bhutan. The state is spread over an area of 88,752 sq. km. and has a population of 9.13 crore.[22]



The state is full of diversity starting from snow-capped peaks of the Himalayas, Darjeeling (Queen of hill stations), where the Darjeeling Himalayan Railway declared as a World Heritage Site, to the vast tea estates of the Dooars and the famous Royal Bengal Tiger of the Sundarbans.

The foreign tourist in West Bengal grew by 2% and domestic tourist rose by 12% in 2013 over the 2012 figures. The trend of tourist arrivals is shown in the below figures.

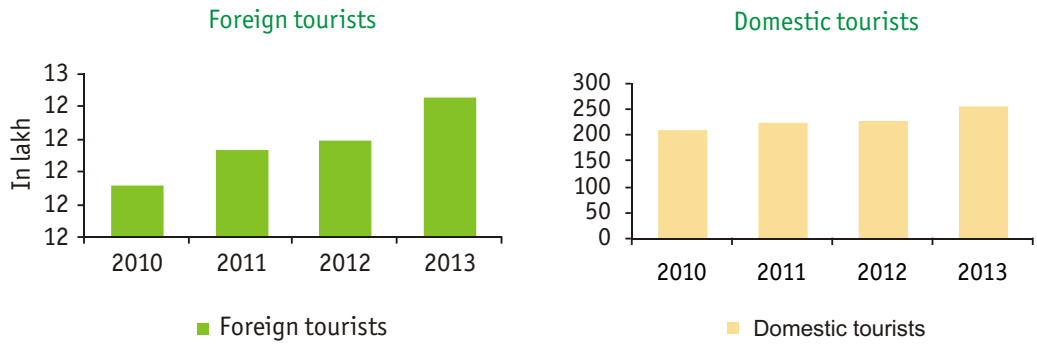
Figure 4-1: Tourism arrival in West Bengal



[22] *http://www.wbonline.in/*



Figure 4-2: Foreign and domestic tourist arrivals in West Bengal



Source: India Tourism Statistics 2013, 2012, 2011

4.1 Tourism circuits and destinations

4.1.1 Tourist circuits

The government has divided the state into tourism circuits some of which are mega circuits. Some of the mega circuits in the state are Dooars, Digha, etc.[23] The state government has allotted some infrastructure projects to these mega circuits. Given below are the circuits present in state:

- Islampur- Lalbagh- Jiagunj
- Western Dooars tourism circuit
- Ganga Heritage River Circuit
- Gar Mandaran- Kamarpukur- Joyrambati Circuit
- Digha-Bakkhali-Mandarmani Circuit
- Tea Tourism Circuit at Dooar
- Beach Tourism Circuit in PurbaMedinipur: Digha–Shankarpur–Tajpur–Junput–Mandarmani.
- Religious and Pilgrim Tourism: Ganga Sagar–Birbhum (Tarapeeth– Bakreshwar–Nalhati– Fullura– Saithi Kankalitala), Tarakeswar, Pathar Chapri- Furfura Sharif.
- Eco Adventure and Wildlife Tourism in NorthBengal: Dooars and Darjeeling Circuit.
- Sundarban circuit: Gad Khali, Dhamakhali, Diamond Harbor, Henry Island , Bakkhali, Jharkhali, Lothian Island.

[23] *Ministry of Tourism, Government of India, Interim Report, 2012*



- Heritage tourism along River Gang : Chandannagar– Serampore– Bandel –Bansberia–Nabadwip- Murshidabad.
- Rural Tourism: Kalna-Samudragrah– Phulia- Clusters in Purulia, Bankura, Coochbehar, Jalpaiguri.
- Kolkata Circuit

4.1.2 Destinations[24]

The various destinations or main attractions of the state can be divided across select broad categories as follows:

Figure 4-3: Tourist destinations in West Bengal

Himalayas	Mangrove	Sea	Forest	Forest	Pilgrimage
Kurseong	Sundarban	Digha	Duarsini	Duarsini	24 Parganas
Kalimpong		Bakkhali	Ayodhya Hill	Ayodhya Hill	Birbhum
Rimbik-Rishop		Gangasagar	Garh Panchkot	Garh Panchkot	Hooghly
Mirik		Shankarpur	Jhargram	Jhargram	Nadia
Sandakphu		Madarmani	Bethuadahari	Bethuadahari	Kolkata
Lava and Lolaygaon		Tajpur	Parmadan	Parmadan	Howrah
			Raigunge	Raigunge	
			Mkutmanipur	Mkutmanipur	
			Ramnabagan	Ramnabagan	
			Sundarban	Sundarban	

Other places to visit are Bankura, Midnapore, Murshidabad, Kalimpong, Kamarpurkur, Bishnupur, Jalpaiguri, Malda, Birbhum, Barrackpore, etc.

4.2 Infrastructure assessment

4.2.1 Connectivity

4.2.1.1 Air[25]

The state of West Bengal is very well connected with almost all the major cities of India. It has one international airport and three domestic airports. The list of airports in the state is given below.

[24] *http://www.wbtourism.gov.in/*
[25] *www.westbengaltourism.gov.in/web/guest/air*

Table 4-1: List of airports in West Bengal

S no.	Name	Location	Type	Status
1.	Netaji Shubhash Chandra Bose International Airport	Kolkata	International	Operational as civil enclave too
2.	Bagdogra	Bagdogra	Domestic	Operational as civil enclave too
3.	Balurghat Airport	Balurghat	Domestic	Non-operational
4.	Cooch Behar Airport	Cooch Behar	Domestic	Operational
5.	Behala Airport	Kokata	Domestic	Non -Operational
6.	Kazi Nazrul Islam Airport	Durgapur	Domestic	Operational

Source: Airports Authority of India

For the year 2013-2014, total commercial traffic (domestic and international) at Kolkata airport was estimated at 1.01 crore passengers and 1.29 lakhs of cargo. Indian Airlines operate air services between Kolkata and Agartala, Ahmedabad, Bagdogra, Bangalore, Chennai (Madras), Delhi, Dibrugarh, Guwahati, Imphal, Mumbai (Bombay), as well as Bangkok, Dhaka, Kathmandu, Singapore. The main domestic carriers are Air India, Indigo, Spicejet and Jet Airways. International Air Services are operated by Air India, Biman Bangladesh, Druk Air, Emirates, Air Asia and Silk Air among others.

Air India started commercial operations from the recently opened Kazi Nazrul Islam Airport, at Durgapur in 2015. It is 170 kms from Kolkata with a flight connecting Kolkata to Durgapur and back. The inaugural flight was operated by Alliance Air, the wholly-owned subsidiary of Air India, with a 48-seaer ATR-42 aircraft.

Upgradation of Coochbehar and Bagdogra Airports has been planned under 12th Five year plan. There are also plans for setting up of new airports at Malda, Coochbehar, Haldia, Burdwan, Asansol and Sagar.

4.2.1.2 Road[26]

The state is well connected with National Highways, State Highways and boats to Sundarbans and Sagar Island. The state has 2.99 lakhs km of length of roadways. The table below shows the length of national and state highways.

Figure 4-4: Type and Length of Roads in West Bengal

Road type	Road length (km)
National Highways	2,909.8
State Highways	4,505

Source: West Bengal, March 2015, IBEF

[26] *www.westbengaltourism.gov.in/web/guest/road*



The luxury A/C bus buses of Calcutta State Transport Corporation (CSTC), South Bengal State Transport Corporation (SBSTC), North Bengal State Transport Corporation (NBSTC) ply at regular intervals covering all the tourist destinations.

The Golden Quadrilateral which connects 13 states of India also passes through major North Bengal Districts. The East West Metro Corridor Project which was aimed at extending Kolkata's oldest metro is already operational. The corridor now connects Salt Lake to Howrah.

The state has announced the construction of Golden Highway. The West Bengal Highway Development Corporation, comprising of state run-Public Works Department and private sector, is entrusted with the task of implementing the Golden Roads Project, on the lines of the Golden Quadrilateral project with an initial investment of INR 50 crore.

4.2.1.3 Rail[27]

The state has a very good railway network of 4,000 km. Three railway stations namely: Howrah, Sealdah and Kolkata for accessing the city of Kolkata and New Jalpaiguri, close to Siliguri, Bandel, Bardhman and Kharagpur are the key railway stations in the state. There are numerous other railheads that are served by important trains from all over the country and link major destinations within the state. The routes mostly fall under Eastern Railways.

The extention of Metro from Dum Dum to Noapara (2.09 km) was commissioned in July 2013 and construction from Noapara to Baranagar is being executed by Rail Vikas Nigam Limited (RVNL). The Toy Train, which operational since 1881, is a major tourist attraction and runs from Kurseong to Darjjeeling.

4.2.1.4 Port[28]

The state has one harbour called Diamond harbour, one major port known as Kolkata Port which comprises of two dock systems and one minor port at Kulpi.

Kolkata Port: The two dock systems at Kolkata and Haldia make up the Kolkata Port. Kolkata Port is connected to the rest of the cities of India via road and rail links. National waterways via the Ganga and Brahmaputra Rivers also connect the port to other parts of the area, especially the Sunderbans. Several Cruises operate from the port to various domestic destinations like Andaman and Nicobar Islands.

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[27] *www.westbengaltourism.gov.in/web/guest/rail*
[28] *http://www.wbidc.com/about_wb/physical_infrastructure.htm*



Diamond Harbour: It is in southern suburbs of Kolkata, on the eastern banks of the Hooghly river. This is a small town and is a popular weekend tourist spot located in South 24 Parganas district.

Kulpi: It is a port town, located in South 24 Parganas district of West Bengal. It is the site of the proposed port-cum-special economic zone which will be spread over 3,700 acres. It is on NH 117 and is 72 km from Sealdah on the Sealdah- Lakshikantapur- Kakdwip-Namkhana track of Eastern Railway. Kulpi Economic Zone will combine modern all weather port facilities, environment-friendly ship breaking yard, and an industrial park in a single integrated hub.

Also, Government of India has declared the entire stretch of the Ganges between Haldia and Allahabad as National Waterway-1. At present the waterway is being used by tourism vessels and trade purposes.

4.2.2 Accommodation

The state of West Bengal consists of many accommodations in almost all the major tourist destinations. From 5 star hotels such as Hyatt, Oberoi and Taj to government lodges, the state has good number of accommodations for all kinds of tourists.

Table 4-2: Accommodation in West Bengal (2011)

Accommodation	Number
Hotels	134-150
Lodges	55-60
Guest Houses	53-60

Source: http://www.westbengaltourism.gov.in/web/guest/hotels

4.2.3 Civic amenities

Water treatment

There are 15,889 spot sources to provide potable water in the state. There are around 12-13 water treatment plants and 8-10 packaged drinking water plants in Kolkata[29]. New schemes have been introduced in the state promoting safe drinking water in urban and rural areas.[30]

[29] *Status of sewage treatment in India-Central Pollution Control Board report*
[30] *http://www.wbphed.gov.in/main/index.php/rain-water-harvesting*



Public Health Engineering Department (PHED) introduced bottled water named 'Pran Dhara'. For the first time this type of Package Drinking Water Plant was installed at Dakshin Roypur Water Treatment Plant Complex in the year 2012-13 in accordance with BIS Specifications. Capacity of this plant is 3600 Bottles of 1000 ml or 500 ml per hour. The PHED and the Panchayat & Rural Development Department have jointly put forth an effort whereby it has been proposed that the Panchayat will identify the location and creation of rain water ponds under various programmes like NREGEA, IWDP, Hariyali, etc., whereas the PHED shall extend all sorts of technical support i.e. design, drawing, specification, estimate and work schedule of etc.[31]

The 'Sulabh Drinking Water' project converts pond water into safe drinking water and can be sold at only 50 paise per litre. PHED has taken-up another Sustainable Surface Water Based water supply scheme at Ramkrishna Mission Belur Math in Howrah District.

Sanitation[32]

The state's installed treatment capacity is 487.6 MLD in 58 tier 1 cities of the state, 160.65 MLD in tier 2 towns. In 29 cities, 18 STPs have been installed and 3 are in progress. Public convenience like Sulabh toilets have been set up in major cities of the state.

West Bengal Sanitation Programme which started in 1991 is serving as a global model for developing countries. The program, which began in Midnapur district, has demonstrated that remarkable improvements are possible in household toilet coverage through a decentralised, community based system. Swachch Bharat Mission, was launched with a different name as Mission Nirmal Bngla. The state government has brought all the state-run sanitation projects under this mission which was launched on 2 October, 2014.

On April 30, 2015, Nadia became the first district in India to get open defecation free-status. An aggressive sanitation project in 2013 under the name Sobar Swachaghar or toilets for all was launched under which 3.47 lakhs toilets were built in 18 months.

Security[33]

For West Bengal Police, seven new Police stations have been created in 2013-2014 and have been made functional. Two out-posts at Bakreswardham in Birbhum and Belur Math under Howrah Police Commissionerate have also been established in 2013-2014. For Kolkata Police, proposal for creation of eight new Police Stations is underway.

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[31] *West Bengal: 'Sulabh Drinking Water' project to provide villages arsenic-free water- Economic Times Nov 24, 2014, 04.46PM IST*

[32] *Status of sewage treatment in India-Central Pollution Control Board report*

[33] *http://wbcmo.gov.in/achieve.aspx*



To address the problem of crime against women, the government has decided to set up 65 women police stations in a phased manner. 10 women police stations were set up in 2011-2012. In the year 2013-2014, ten more such police stations have started functioning. To be known as "tourist police", the force will work in tandem with the tourist department and the state police. Volunteers will be hired, who will be paid by the department. State will also provide them with radio sets and vehicles. They will be trained by the officials of Kolkata and state.

4.2.4 Other categories of infrastructure

4.2.4.1 MICE

The state of West Bengal has various convention and exhibition centres in it. Looking at the importance of MICE in tourism sector, There have been initiatives to increase it in the state. The list of existing and upcoming centres in the state is given below.

- Science City (Kolkata)
- Milan MelaPrangan (Kolkata)
- Nazrul Manch (Kolkata)
- Sukanta Mancha (Kolkata)

Upcoming centers

- Kolkata International Convention Center, New Town (Kolkata)
- International Financial Hub Convention Center (Kolkata)
- Convention Centre at Rajarghat.

4.3 Initiatives by state government

4.3.1 Regulatory and policy Initiatives

West Bengal has introduced a new Tourism policy 2015 focusing on Eco-tourism, home tourism, tea tourism. Marking a shift in the policy, the West Bengal government has decided to build mega tourism projects by involving the private sector under the Public-Private Partnership model.[34]

[34] *Government plans to boost tourism sector-The Hindu- KOLKATA, June 20, 2014*



Some of the initiatives proposed under the new policy are as follows:

- A new rope-way project and luxury-tax-free home-stays in the tea gardens have been proposed.[35]
- There has been recommendation to reduce the aviation turbine fuel tax from the present 25% to 16% to bring in more foreign tourists to the state.
- The government has proposed to increase the floor ratio for mega projects by nearly 100 %.In simple terms, industry asked to offer five times of floor space of the land against the present norm of 2.75 times.

Budget Allocation ('15-'16)[36]

- With the objective of creating additional employment, a special thrust has been given to develop wayside amenities for tourists on important highways. 70 motels are being constructed.
- New tourist destinations are coming up at Jharkhali in Sundarbans(Eco Tourism), Gajoldoba in Jalpaipuri, JhargramRajbari in Jangal Mahal (Heritage Project), SabujDwip in Hooghly and other locations are becoming a reality. The focus is to develop eco-tourism, tea tourism and other sectors
- INR 257 crore has been allocated to the Tourism Department
- Several other new projects for tourism development were taken up, namely, accommodation facilities in Purulia, home stay development at Darjeeling and Jalpaiguri, development of Roy Villa at Darjeeling, infrastructure development around Mukutmanipur Dam, etc.

4.3.2 Upcoming projects[37]

- With the objective of creating additional employment, a special thrust has been given to develop wayside amenities for tourists on important highways. 70 motels are being constructed.
- New tourist destinations are coming up at Jharkhali in Sundarbans (Eco Tourism), Gajoldoba in Jalpaipuri, Jhargram Rajbari in Jangal Mahal (Heritage Project), Sabuj Dwip in Hooghly.

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[35] *West Bengal to launch new tourism policy-Business Standard-December 11, 2014:Last Updated at 20:04 IST*
[36] *Annual State Budget ('15-'16)*
[37] *Annual State Budget ('15-'16')*



- Several other new projects for tourism development were taken up, namely, accommodation facilities in Purulia, home stay development at Darjeeling and Jalpaiguri, development of Roy Villa at Darjeeling, infrastructure development around Mukutmanipur Dam, etc.

- Mega Tourism Project at Gajaldoba infrastructure development work of more than Rs.100 crore has been taken up by different departments. The construction of 20 cottages, budget accommodation and a youth hostel is already underway.

- It has been proposed to make Kolkata a meeting, incentive, conference and exhibitions (MICE) destination and will be coming up with a Convention Centre of one lakh square feet.

- A helicopter service connecting Darjeeling is under consideration. Also, the government is likely to eye a virgin hill in Darjeeling to convert it into a tourist destination.

- Private companies will be invited to invest in setting up resorts and budget hotels and a hotel management institute at Gajoldoba soon. Over INR 100 crore is lined up for investment in phases out of the state plan fund for infrastructure development on roads, power, drainage and water supply.[38]

- The government of Bengal has proposed a four-lane highway connecting Sunderbans with Kolkata and look to have four to five resorts of five acres each in the Sunderbans.[39]

- Over INR 100 crore is lined up for investment in phases out of the state plan fund for infrastructure development on roads, power, drainage and water supply.[40]

- A 'film city' at Siliguri in the Terai and an 'entertainment park' at Banarhat in Dooars is also on the list of upcoming projects.

- The West Bengal government has decided to set up an Eco-Tourism Board to project the state as a major tourist destination.

- Tourism Department is planning to develop Nature Interpretation Centre at Tilabari and Batabari in the area.

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[38] *West Bengal to launch new tourism policy-Business Standard-December 11, 2014: Last Updated at 20:04 IST*
[39] *West Bengal to launch new tourism policy-Business Standard-December 11, 2014: Last Updated at 20:04 IST*
[40] *Government plans to boost tourism sector-The Hindu- KOLKATA, June 20, 2014*



4.3.3 Innovative Practices

The government of West Bengal is aiming at developing tourism products such as:

4.3.3.1 Film Tourism[41]

The Prayag Film City, also known as the Midnapore Film City or Chandrakona Film City, is supposed to be a mega size integrated complex and a one-stop entertainment destination to be opened to the public in two phases. Prayag Film City is going to be the World's Largest Film City in terms of area as well as facilities. This is the first of its kind film-making arena in Asia. The complex's first phase is opened to public from 15 April 2012.

4.3.3.2 Eco Tourism[42]

After Hong Kong and Sri Lanka West Bengal is all set to develop Eco Tourism on a large scale. This includes plans to set up a bird sanctuary in Kolkata on the lines of Singapore's Jurong Bird Park, which will make it one of the top destinations of the country. Hills of northern Bengal's Dooars region, Hooghly district and Sunderbans, the government has flagged off work on these three mega eco-tourism hubs.

4.3.3.3 Jungle Safari[43]

The state of west Bengal is rich in flora and fauna. It is famous for its one horned Rhino, white Bengal Tiger and elephants. Therefore the state has tapped the potential. Many jungle safaris are operational and have been running successfully in the areas like Sundarbans and Gurumara.

4.3.3.4 Skycity[44]

Kazi Nazrul Islam Airport in Durgapur is the country's first private greenfeild operational airport. The airport is a part of the Skycity at Durgapur. The Skycity is the sixth such infra development in the world and the first of its kind in India. It will comprise of industrial skyzone, a logistics skyhub, an IT skypark and a residential township.

4.4 Recommendations

- Cruise - The ports in Kolkata are majorly used for trade purposes. These ports can be turned into international terminals for tourism too. This will bring traffic from South East Asian countries, Australia, etc. More cruises should be made operational inter-state and intra- state.

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[41] *http://www.bengaltourism.in/film-cinema/shooting-spots-location.html*
[42] *http://www.bengaltourism.in/eco-tourism/trails.html*
[43] *http://www.bengaltourism.in/jungle-jeep-elephant-safari/jungle-treks.html*
[44] *http://www.constructionworld.in/News/Kazi-Nazrul-Islam-Airport-by-Bengal-Aerotropolis-Projects-Ltd-is-India%C2%B4s-first private-greenfield-airport-/85554*

- Like Jammu & Kashmir and Kerala, the state can focus on improving quality of boats and and houseboats. More luxury houseboats can be developed.

- Having the highest number of identified heritage sites in the country, the state can focus on maintaining these sites. This will give a major push to tourism in West Bengal. More of these heritage sites can be converted into heritage hotels.



5 Telangana

© anils photography

5 Telangana



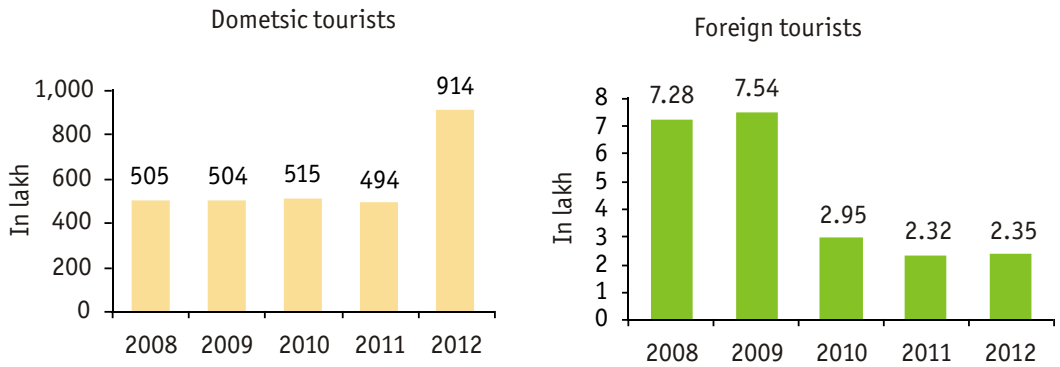
Telangana, the 29th state of India, was formed on 2 June, 2014, with Hyderabad as its capital. The state is land locked by Andhra Pradesh to the south and east, Maharashtra and Karnataka to the west, and Odisha and Chhattisgarh to the north. The state has a rich cultural heritage. Tourists can visit historical places, monuments, waterfalls, forts, forests and temples.



At current prices, Telangana's GSDP was estimated at INR 3,99,261 crore over 2013-14. Between 2004-05 and 2013-14, the average annual GSDP growth rate stood at 17.3 per cent.[45]

In the year 2012, 2, 35,979 foreign tourists visited Telangana whereas the domestic tourist arrivals shows a significant raise by 85% to 9.14 crores. Domestic tourist visits stood at 4.94 crore and foreign tourist accounted for 2.32 lakhs in 2011. The trend of tourist arrivals over the past years is shown in the figures below:

Figure 5-1 : Domestic visits and Foreign tourist arrivals in Telangana



Source: An overview of tourism sector in Telangana region, www.aptdc.in

[45] *Telangana State Report, IBEF, March 2015*



5.1 Tourism circuits and destinations

5.1.1 Tourism circuits

The government of Telangana has identified the following tourism circuits in the state.

Mega circuits:

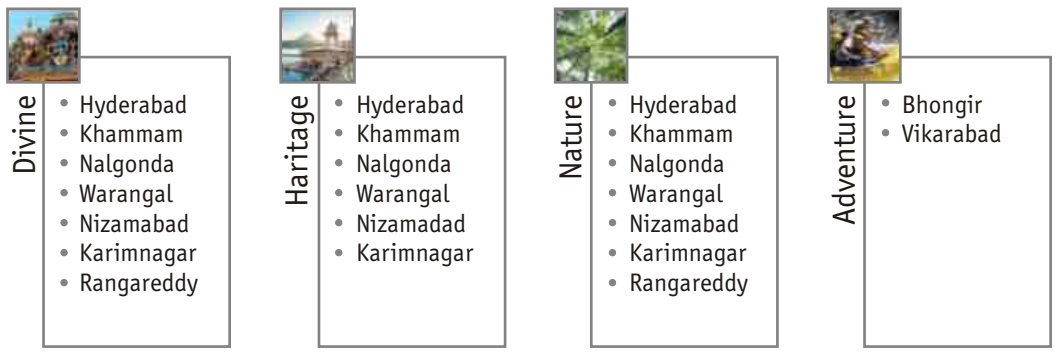
- Warangal - Karimnagar Mega Circuit
- Kondapalli - Ibrahimpatnam and surrounding areas Mega Circuit.

Other Tourism circuits:

- Rachakonda Fort - Arutla (Temple) - Rangapur Observatory - Galishahid Darga - Allapuram Village (Temples) - Narayanpur (Temples) - Sivanna Gudem Rock Formations - Valley of Banzaras Circuit.
- Guttikonda Bilam Cave-Pidugurali-Kondaveedu Fort- Kotappa Konda Temple Circuit, Guntur District
- Buddhist Circuit Srikakulam

5.1.2 Destinations

The State Government has classified tourist destinations in the following categories-



Source: Divine Destinations, Telangana State Government website



The state of Telangana is full of diversity. It is endowed with heritage sites, natural beauty, divine spots and adventure destinations.The top four destinations of Telangana are-

- Hyderabad- Tourist attractions in the city include Charminar, Makkah Masjid, Golconda Fort, Hussain Sagar Lake and Birla Mandir among others
- Warangal- The city includes Kakatiya Kala Thoranam, Ramappa Temple and Laknavaram Lake
- Karimnagar-The famous VemulawadaTemple is situated in this city.
- Nizamabad

Other destinations are Khammam, Warangal, Adilabad,Nalgonda, Karimnagar, Medak, Basar, Rangareddy, Hanamakonda, Bhadrachalam and Mahabubnagar.

5.2 Infrastructure Assessment

5.2.1 Connectivity

Air

The state has five airports connecting Telangana to various cities in the country and abroad. Below is a list of airports with their current state of operations:

Table 5-1: List of Airports in Telangana

S No	Name	Location	Type	Status
1	Rajiv Gandhi International Airport	Hyderabad	International	Operational
2	Begumpet Airport	Hyderabad	Domestic	Operational
3	Warangal Airport	Warangal	Domestic	Operational
4	Dundigal Airport	Dundigal	Air Force	Operational
5	Nadirgul Airport	Nadirgul	Domestic	Non-operational
6	Nizamabad Airport	Nizamabad	Domestic	Upcoming
7	Ramagundam Airport	Ramagundam	Domestic	Only for VVIPs

Source: Airports Authority of India

Rajiv Gandhi International Airport, located at Shamshabad near Hyderabad is the only international airport in the state. It connects Hyderabad with various other national and international cities and capitals. The airport offers visa-on-arrival facility for citizens from more than 140 countries, which is a boon for overseas tourists.



Road

The state has a total of 2,423 km of National Highways. There are six national highways that run through the state of Telangana making commuting between cities easier. NH7 is the longest national highway in Telangana that enters the state from Adilabad in the north and goes till Mahbubnagar before exiting the state on its South. The other important highways present in the state include NH16, NH9, NH 221 and NH 202.

There are several State Highways, the important ones being, SH1 (Hyderabad-Secunderabad–Karimnagar); SH2 (Narkatpally–Nalgonda-Miryalguda) and SH7 (Devarapalli – West Godavari – Tallada – Khammam). National Highways Authority of India (NHAI) plans to take measures to improve road connectivity in the backward regions of Telangana.

Table 5-2 : Road assets of Road and Building Department, Telangana

Road type	Road length (km)
National Highways	868
State Highways	3,152
Major district roads	12079
Other district roads	9014

Source: Telangana State Portal

Rail

The districts of Telangana are well connected by rail network that run all across the state. Apart from a well-developed inter-state rail route it also has an intra-state rail route. Since the state was earlier part of Andhra Pradesh, the major cities of Telangana are already connected with the important cities of India. The landmark building Rail Nilayam in Secunderabad is the Zonal Headquarter office of South Central Railway. Secunderabad and Hyderabad are the main divisions of South Central Railway that fall in the state.

The state is aiming at fast tracking the pending rail projects and upgrade train stations. The Telangana government has also planned to set up rail lines from Manoharabad to Kothapalli and Peddapalli to Nizamabad.

5.2.2 Other categories of Infrastructure

5.2.2.1 MICE (Meetings, incentives, conferencing, exhibitions)

Telengana particularly Hyderabad has a competitive advantage in terms of MICE in India. It has HICC (Hyderabad International Convention Center), HITEX exhibition centre, Leonia International Centre for Exhibitions & Conventions (LICEC), VPR Centre for Exhibitions & Conventions and Shilpakala Vedika which offers an outstanding venue of events, exhibitions, meetings and conventions.

Table 5-3: List of convention centers in Telengana

Name	City
HITEX Exhibition Centre (Hyderabad International Trade Expositions)	Hyderabad
Hyderabad International Convention Centre (HICC)	Hyderabad
Leonia International Centre for Exhibitions & Conventions (LICEC)	Hyderabad
Ravindra Bharathi	Hyderabad
Shilpakala Vedika	Hyderabad
City Convention Centre	Hyderabad
N Convention	Hyderabad
R.D Convention Centre	Hyderabad
J Convention Centre and Resorts	Hyderabad
JRC Convention Centre	Hyderabad

5.2.3 Civic amenities

Table 5-4: Civic amenities in Telangana

Water Supply	Sewage System	Sewage System
• The government is working on improving water availability and drinking water conditions in the state. • Water grid project renamed as Telangana Drinking Water Project is being implemented by the state government.	• The state has capacity of 685.5 MLD for sewage treatment. • There are 303 toilets to serve the city. • The state is coming up with new proposals to increase the number of public urinals. 1000 bio-urinals, for men, women and children, will be set	• The government sanctioned an amount of INR 271 crore for purchase of 4,443 vehicles for Hyderabad and Cyberabad police. • 1500 motor cycles have been provided to Cyberabad police to respond within 10 minutes a complaint or call.



Water Supply	Sewage System	Sewage System
• The project was launched on 5 August 2014. It aims at providing piped drinking water to every household in the state in the next four years. • INR 4,000 crore has been proposed for the same.	up in the Greater Hyderabad jurisdiction. They will be equipped with a self-cleaning mechanism and be solar energy-powered, with traditional power back-ups in case of emergencies. • Sites including bus stations, railway junctions as well as the IT corridor will get these toilets.	• A lakh CCTV cameras are planned to be installed in Hyderabad City which will be operated by Command and Control centre. • Reception centres cum help desks have been set up in all the police stations in Hyderabad supported by online monitoring system..

Source: State budget, 2015-2016 and CPCB Telangana Report-2015

5.3 Initiatives by state government

5.3.1 Regulatory and Policy Initiatives

Tourism Policy

The Tourism Policy of Andhra Pradesh, 2010 is applicable to the state of Telangana till the State Government comes up with its own policy. The objectives of the policy are-

- To position the state competitively for attracting private sector investments in the tourism and hospitality sectors.
- To target the incentives to the private sector better as per the state government's priorities in terms of geographical areas and tourism products.
- To focus on maximum generation of employment in the sector through development of human resources by capacity building.

Budget Allocation

The Telangana State Government has provided the tourism department with a budget of INR 4850.77 lakhs in the year 2015-16.[46] The following allocations have been made under the budget:

- For the purpose of advertising tourist destinations in the state an amount of INR 20 lakhs is allocated in the budget 2015-16.

[46] *Annual Plan 2015-16, http://finance.telangana.gov.in/uploads/budget-2015-16-books/Volume-VII-1.pdf*



- INR 250.01 lakhs is provided in the budget for development of Infrastructure Facilities for tourism promotion
- INR 400.00 lakhs for National Tourism Festivals / Fairs
- INR 2000.00 lakhs is provided in the budget 2015-16 for new tourism projects
- INR 286.76 lakhs for promotion of tourism in districts
- INR 210.00 lakhs for International Marts/Fairs and Festivals
- INR 428.75 lakhs for Promotion of Tourism / Events
- INR 84.00 lakhs for Tourism Projects
- INR 1171.25 lakhs for Tourism Project Management Unit.

5.3.2 Upcoming projects[47]

Developing tourism circuits

- TSTDC is planning a separate "Ramayana circuit" that will include Bhadrachalam and Rekhapalli in Khammam, Jeedikal in Warangal, Jataprolu in Mahbubnagar and Ramagiri Hills in Karimnagar.
- The State has plans to develop the Kakatiya Heritage Circuit and lesser known areas. The government will promote Jannaram near Kawal tiger sanctuary and Kadem lake resort in Adilabad, Alisagar lake resort in Nizamabad, and Saraswati temple of Basara.

Developing tourist destinations

- Kinnersani reservoir in Palvancha mandal, Khammam District is poised to emerge as a major hub of eco-tourism with the Telangana State Government sanctioning Rs 7 crore for renovation of Kinnerasani sanctuary into a popular tourist destination.
- Towns of Khammam and Warangal will be developed into smart international cities.
- NITI Ayog of Government of India sanctioned a grant of INR 33 crore to develop tourism infrastructure at Nagarjuna, Sagar, Karimnagar, Ramappa, Kinnersani, Kothagodem and Gajwel.

[47] *Planning Department Report-Socio Economic outlook 2015, Government of Telangana-*



- The State Government has announced INR100 crores for developmet of Yadagirigutta devasthanam on the lines of TTD. This project aims at development of Narasumha Abhyaranyan in 400 acres besides construction of parks, marriage halls, meditation centres, Veda patashala and cottages in another 1600 acres.

Others

- Rural tourism projects have been identified in Telangana, by the Ministry of Tourism, Government of India are Pochampally Rural Toursim Project, Nalgonda, Nirmal Rural Tourism project, Adilabad, Cheriyal Rural Tourism Project and Pembarthi Rural Tourism Project Warangal.
- The Telangana tourism department has identified 60 ancient ghadis (palatial houses) of zamindars and forts scattered across the state to acquire and develop into tourist spots. The department is currently in talks with the ASI to take forward the plan.
- "Telangana Kala Bharati" at Hyderabad and "Kaloji Kala Kendram" at Warangal have been proposed for construction to promote culture and to provide world class facilities.
- Business District & Trade Towers are being set up to promote MICE tourism in the state as a Public Private Partnership model, the cost of the project being INR 5290 crore.

5.3.3 Innovative practices

- Adventure and Eco Tourism: TSTDC is organizing adventure clubs at Bhongir Fort for rock climbing activities and trekking, adventure jeep ride into the forest at Kawal Wildlife Sanctuary, Jannaram in Adilabad District.
- The state has developed jungle resorts on the Telangana-Maharashtra border.
- Cruises: TSTDC owns the largest water fleet about 95 which comprises small and big boats — when compared with any other Tourism Corporation. The corporation operates leisure based cruises and water sports at different lakes and rivers of the State. Parasailing activity at Hussain Sagar, etc., are very popular for leisure cruises apart from American phontoon boats.
- Bathukamma Bathukamma, the state festival of Telangana is unique floral festival attracts tourists from all over the country and has become an annual feature. Telangana State Government released an amount of INR 10 crores for conduct of this festival in 2014 and plans to conduct this festival on a grand scale every year.



Tour packages on the eve of Bathukamma were launched by TSTDC and steps are being taken to attract tourists from all over the country for this unique floral festival.

- TSTDC has launched a Nizam Palaces tour package covering Falaknuma and Chowmahalla palaces a Hyderabad by Night daily tour covering Sound & Light show at Golconda Fort and Taramati Baradari.
- The 'Zilla Khazana' programme, launched by Intach, has called for volunteers from across the state to collect basic information about heritage monuments in their village, mandal or district. The information can be very basic and people can also write about the incidents or problems at heritage sites, like say encroachment or similar issues. The aim of the initiative is to document all the heritage structures in the state at a decentralised level, so that protection and restoration becomes easier.
- Cinema City: The State Government has proposed to develop a mega Cinema City spread over nearly 2,000 acres in Rachakonda in Nalgonda-Ranga Reddy border.

5.4 Recommendations

- Setting up Skill development and training centres for tourist guides.
- Setting up of Tourists Information Centres for convenience of foreign as well as domestic tourists.
- Development of selected tourist circuits and centers which are popular with the tourists instead of spreading limited resources over a large number of circuits centers.
- Restoration and balanced development of national heritage projects of both cultural, historical and tourist importance to exploit advantages of India's unique place as a cultural tourism destination and to utilize tourism as a major force in support of conservation of national heritage.
- Improving regional accessibility to the tourist centre and tourist destination and transport linkages to other important centers of tourist interest within the region.



6 Rajasthan

6 Rajasthan



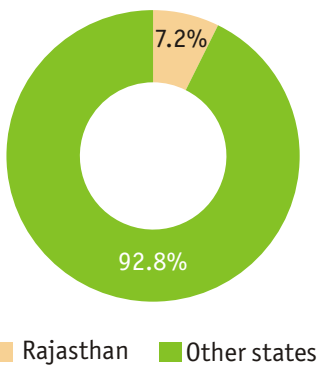


Rajasthan is the magnificent land of numerous kingdoms, majestic forts and palaces, diverse cultures, varied landscapes and vibrant colours. Rajasthan happens to be the largest state of India with an area of 3.42 lakh square km which boasts of being the only desert of the sub-continent, namely the Great Indian Desert in combination with the Aravali mountain range.

Tourism has been one of the biggest revenue generators for the state for a long time. According to the Ministry of Tourism, Rajasthan accounted for 2.7% of the tourists in the year 2013. Rajasthan accounted for 7.2% of the total international tourist arrivals in India in the same year. Historic palaces, especially those in Jaipur and Udaipur, offer opportunities to expand the luxury tourism segment. Moreover, tourists visit wild life sanctuaries and desert locations for the exclusive experience they provide.

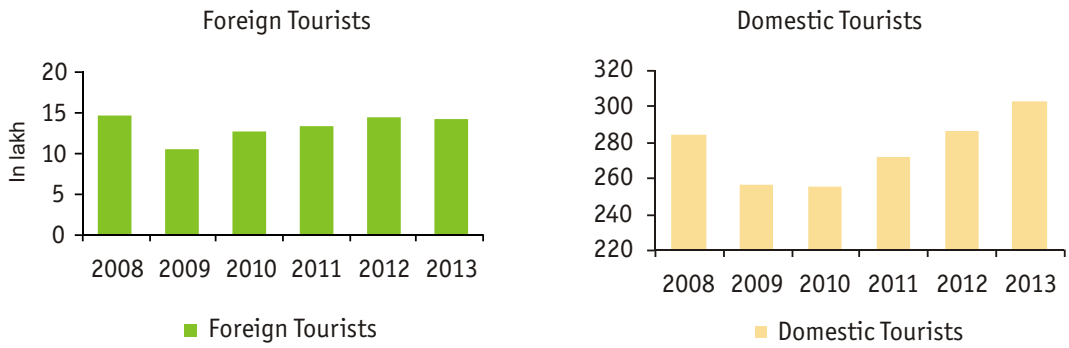
In Rajasthan, tourism accounted for 2.7% (5.2% after adding indirect effects) in Gross State Domestic Product and 1.9% (7.2% after adding indirect effects) in state employment.[48]

Figure 6-1: International tourist arrivals in India



[48] *http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/Incredible%20India%20final%2021-7-2014%20english.pdf*

Figure 6-2: Foreign and domestic tourist arrivals in Rajasthan



Source: India Tourism Statistics at a glance 2013, Ministry of Tourism, Government of India

6.1 Tourist circuits and destinations[49]

6.1.1 Tourist circuits

The Government of Rajasthan has classified important tourist destinations in the following tourist circuits:

- Dhundhar Circuit (Jaipur to Dausa)
- Hadoti Circuit (Bundi to Baran)
- Merwara-Marwar Circuit (Ajmer to Nagaur)
- Mewat-Brij Circuit (Alwar to Tonk)
- Vagad Circuit (Dungarpur to Banswara)
- Desert Circuit (Jodhpur, Jaisalmer, Bikaner, Barmer)
- Shekhawati Circuit (Sikar to Jhunjunu)

6.1.2 Tourist destinations

There are many famous tourist destinations in Rajasthan including the cities Jaipur, Udaipur, Jodhpur, Jaisalmer, Pushkar, Bikaner and Bundi. Apart from the cities, the Sariska Tiger reserve and Ranthambore National Park are the two major tourist attractions frequented by tourists.

Each of the destinations has specific places of attractions as mentioned below:

- Jaipiur: Known as the "Pink City" it is full of ancient palaces and forts
- Udaipur: It is an enchanting place full of lakes, beautiful gardens, intricate temples, and grand palaces. The City Palace, which stretches along the eastern shore of Lake Pichola, is a highlight.

[49] *"Top 10 tourist destinations in Rajasthan" http://www.lonelyplanet.com/india/rajasthan/travel-tips-and-articles/70452#ixzz3cq3I3Rr2*



- Jodhpur: Known as the "Blue City" for its blue painted buildings, Jodhpur is the second largest city in Rajasthan. Mehrangarh Fort is one of the largest forts in India. Every October it has the honor of providing the setting for the Rajasthan International Folk Festival. Inside the fort are a number of palaces, and a museum. The fort is also an excellent place to view Jodhpur's blue buildings.
- Jaisalmer: Jaisalmer is famous for its sand dunes and desert safari.
- Ranthambore national park: The chances of spotting a tiger in the wild at Ranthambore are amongst the best in India. The landscape is dominated by the formidable 10th century Ranthambore Fort. It's a huge structure that contains ruined pavilions, splendid monuments, and three Hindu temples
- Sariska tiger reserve: The 800 sq km reserve is home to the majestic tigers, nilgai, sambar, chital (spotted deer), wild boar and numerous species of bird. It houses the spectacular hilltop Kankwari Fort (22 km from the Forest Reception Office), and Bhangarh, a deserted, well-preserved 17th-century city that's famously haunted.
- Pushkar: Pushkar Camel Fair is the main attraction. It's a peculiar sight, and a great opportunity to witness an old traditional style Indian festival.
- Bikaner: The main attractions are the atmospheric walled Old City and fort. It is also renowned for the infamous Karni Mata rat temple nearby. A Camel Fair is also held in Bikaner every January.
- Bundi: It was once ruled by the Hada Chauhans. Rajput architecture shines in the intricately carved brackets and pillars. Interesting places are Hadoti Diwan-e-aam, Hathia Pol, and Naubat Khana.

6.2 Infrastructure assessment

6.2.1 Connectivity

6.2.1.1 Air

The state of Rajasthan is well connected with the major cities in India. The major airports in the state are-

Table 6-1: Airports in Rajasthan

S No	Name	Location	Type	Status
1	Sanganer Airport	Jaipur	International	Operational
2	Civil Airport Jodhpur	Jodhpur	Domestic	Operational
3	Maharana Pratap Airport	Udaipur	Domestic	Operational

S No	Name	Location	Type	Status
4	Kota Airport	Kota	Domestic	Operational
5	Jaisalmer Airport	Jaisalmer	Defence	Operational
6	Nal Airport	Bikaner	Defence	Operational
7	Kishangarh Airport	Kishangarh	Domestic	Upcoming
8	Ajmer Airport	Ajmer	Domestic	Upcoming
9	Bhijwada Airport	Bhijwada	Domestic	Upcoming
10	Alwar Airport	Alwar	Domestic	Upcoming

Source: Airports Authority of India

The state has a fully operational international airport at Jaipur, with flights to Dubai, Sharjah, Bangkok and Singapore. In 2013-14, Jaipur airport handled 258,696 international passengers and 1.7 million domestic passengers. The other nearest international airport from Rajasthan is Delhi, at a distance of 260 km. Udaipur and Jodhpur are the major domestic airports in the state.[50]

6.2.1.2 Road

The state of Rajasthan can boast of a well-connected road network considering the connectivity of the state through several state highways and national highways. About 1, 50,876 km of road network runs across the state of Rajasthan. It has 6,373 km length of national highway and 8,627 km of state highway. Four lanes NH8 passes through the Jaipur and Udaipur and Agra is connected to Jaipur. The national highways link Rajasthan with the states of Delhi, Uttar Pradesh, Gujarat, and Maharashtra. The longest in Rajasthan is the NH15 that stretches from Punjab border to Gujarat border.

Under various schemes, such as the Missing Link Project, Pradhan Mantri Gram Sadak Yojana (PMGSY) and Central Road Fund, new roads are being constructed to link villages across the state. During 2013-14, Rajasthan State Road Development Corporation (RSRDC) undertook 23 projects under the BOT and annuity pattern to develop state highways and major district roads. The projects cover a length of 2,002.7 km and entail a cost of US$ 764.1 million. So far, 10 projects have been completed, while the remaining are under progress.

6.2.1.3 Rail

India has a well-established rail network running through the country, making the remote parts of the various states accessible and Rajasthan is no exception to this, with well-connected networks of rail. In addition, it happens to be one of the cheapest means to

[50] *How to reach Rajasthan" http://rajasthan.thecolorsofindia.com/travel-tips/how-to-reach.html*

reach Rajasthan. The state has 5,822 km of railway track. A broad gauge network connects Jaipur and other major cities with Delhi, Mumbai, Kolkata, Chennai, Bangalore and Hyderabad.

The head quarter of North-West Railways is based at Jaipur. Most of the cities of Rajasthan, Jaipur, Kota, Bikaner, Ajmer, Udaipur, and Jodhpur being the principal stations of the state, are connected by daily services from major states and cities of India like Delhi, Kolkata, Mumbai, Bangalore etc.

6.2.2 Accommodation

There are over 1,600 accommodation sites at the major destinations of Rajasthan. The state of Rajasthan has a wide variety of accommodation facilities to choose from - heritage hotels, budget hotels, hostels and guesthouses. The number of heritage hotels in the state is over 200.The state has some of the best luxury hotels in the country.[51]

Table 6-2: Accommodation facilities in Rajasthan

Type of hotel	Number of hotels and (rooms)
Heritage	15(469)
Classic	2(140)
Grand	2(71)
2 star	2(55)
3 star	11(595)
4 star	2(143)
5 star	6(662)
5 star deluxe	9(886)

Source: Ministry of Tourism

Recently the government has been focusing on creation of new heritage hotels by converting the heritage properties by giving them various fiscal and non-fiscal incentives.

6.2.3 Other categories of infrastructure

6.2.3.1 MICE (Meetings, Incentives, Conferences and Exhibitions)

Rajasthan offers numerous destinations for the MICE sector. Heritage hotels as well as other high class hotels in Rajasthan have adequate facilities for the same. The Jaipur Exhibition and Convention Centre is one of a kind MICE destination in Rajasthan. Major events like Stonemart and Vastra are held at JECC. The tourism policy of Rajasthan also focuses on promoting the MICE sector in the state.

[51] *"Heritage hotels in Rajasthan" http://www.heritagehotelsofindia.com/rajasthan/*

Table 6-3 : Mice facilities in Jaipur, Udaipur, Jodhpur[52]

Name	City
Jaipur Exhibition and Convention Centre(JECC)	Jaipur
Birla Auditorium	Jaipur
The OberoiRajvilas	Jaipur
Rambagh Palace	Jaipur
Jai Mahal Palace	Jaipur
Le Meridien	Jaipur
Taj Hari Mahal	Jodhpur
Umaid Bhawan Palace	Jodhpur
Devi Garh Fort Palace	Udaipur
The Oberoi Udaivilas	Udaipur
Taj Lake Palace	Udaipur
Shiv Niwas Palace	Udaipur

6.3 Civic amenities

The details of the current status of the civic amenities available in the state are provided in the table below:

Table 6-4: Civic amenities in Rajasthan

Civic administration in Rajasthan		
Water Supply	**Sewage System**	**Others**
• The Bisalpur-Jaipur Water Supply Project (BWSP) is being commissioned to utilise the water from Bisalpur Dam to the water demand in Jaipur. The first phase of the project would cost INR 588 crore, to be funded by ADB and the state government. • There are currently 4 projects of PPP model in pipeline to improve water facilities in the state.	• The state government has sanctioned seven sewerage projects of casting worth INR 554.8 crore at Fatehpur Shekhawati, Deedwana, Balotra, Ganganagar, Nathdwara, Makarana and Banswara; work on six towns has been allotted.	• Under JNNURM, 12 projects have been sanctioned for the cities of Jaipur, Ajmer and Pushkar. Of these, four projects have been completed and eight are in progress as of August 2014. • Rajasthan Urban Infrastructure Development Project covers 15 cities in the state. The key areas of development under this project are water supply, sewerage, drainage, roads and solid-waste management. The total project cost is estimated at INR 2487 crore.

Source: Rajasthan March 2015, IBEF

[52] *http://www.coxandkings.com/mice/hotels-udaipur.shtml, http://www.coxandkings.com/mice/hotels-jodhpur.shtml http://www.coxandkings.com/mice/hotels-jaipur.shtml*



6.4 Initiatives by the State Government

6.4.1 Regulatory and Policy Initiatives

Rajasthan issued a tourism unit policy in 2007 and it is now being updated in the year 2015. The Rajasthan Tourism Unit Policy, 2015 primarily addresses issues relating to time bound conversion of land for tourism units including new hotels and heritage hotels, time bound approval of building plans, grant of Patta to heritage hotels, allotment of land for tourism units on DLC (District Level Committee) rates, and smooth and speedy implementation of the provisions of related departments like Revenue, Urban Development and Housing (UDH) & Local Self Government (LSG), Panchayati Raj, etc.[53]

Key features of the new tourism policy (2015)

As per the Draft New Tourism Unit Policy 2015 the policy shall cover the following:

- Investment Subsidy of 50% of VAT and CST which have become due and have 19 Rajasthan Tourism Unit Policy 2015 been deposited by the enterprise for seven years
- Employment Generation Subsidy up to 10% of VAT and CST which have become due and have been deposited by the enterprise, for seven years
- Reimbursement of 25% of amount of VAT paid on purchase of plant and machinery or equipment for a period up to seven years from the date of issuance of the entitlement certificate
- Exemption from payment of 50% of Entertainment Tax for seven years
- Exemption from payment of 100% of Luxury Tax for seven years
- Land allotment in urban and rural areas at DLC rates
- 25% additional exemption from payment of stamp duty chargeable on the instrument of purchase or lease of more than 100 years old heritage property in the State, for the purpose of hotel development under the Scheme declared by the Tourism Department
- 50% additional exemption from payment of conversion charges for heritage property converted into a heritage hotel.

[53] *Rajasthan Tourism Unit Policy" www.rajasthantourism.gov.in/App.../DRAFT-RTUP-280115.pdf*



In the recent budget launched by the state government the following were proposed:

- 68% hike in allocation for tourism, art and culture in 2015-16 compared to 2014-15.
- IEC campaign works INR 38 crore.
- Development of tourist destinations worth INR 35 crore.
- Development of various museums and panoramas worth INR 20 crore.
- Organisation of domestic travel mart.
- Jaipur City to be developed as MICE destination[54]

6.4.2 Upcoming Projects

There are multiple projects proposed by the government. Some of them proposed as a part of the 12th Five Year plan are as follows:

- Infrastructure Development for Circuit Ranthambore Tiger Reserve, covering area in sawai Madhopur, Bundi & Kauroli District in Rajasthan
- Conservation and Restoration of Gagron Fort, Jhalawar, Rajasthan
- Integrated Development of Gorwad as a Tourist Circuit in Rajasthan
- Integrated Development of Matsay Circuit (comprising of Alwar Distt. and Viratnagar in Jaipur
- Construction of way side facilities of RTDC situated on National Highways
- Conservation and restoration of historical places
- Development of a 'Mega Desert Tourist Circuit' comprising Bikaner, Jodhpur, Jaisalmer, Pali, Mount Abu and Sambhar by heritage conservation, landscaping and other works- INR 50 crore (2014-15)
- Sambhar in Jaipur district as new hub for tourism by developing infrastructure, including a bird watching deck – INR 37.65 crore
- Development and renovation of Rana Sanga Smarak and Panorama in Khanwa village of Bharatpur, Weir Fort and Safed Mahal, Bharatpur - INR 3.55 crore
- 16 air strips to be improved and commercial airlines would be invited to start their operations using these strips.

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[54] *"State Budget 2015-16" http://finance.rajasthan.gov.in/aspxfiles/docs/budget/statebudget/2015_16/pressreleaseeng-201516.pdf*
**These are statistics of 2005-06.*



The city of Jaipur is now connected by Metro, which started operations earlier this month. So far, 9 stations have become operational. The metro is being constructed in 2 phases and is an important tourist facility in the city.[55]

6.4.3 Innovative practices

6.4.3.1 Palace on Wheels

The Palace on wheels is rated as one of the top ten luxury train journeys in the world. It covers the splendid forts and palaces of Rajasthan in just seven days. The train starts from New Delhi and covers Jaipur, Sawai Madhopur, Chittaurgarh, Udaipur, Jaisalmer, Jodhpur, Bharatpur and Agra.[56]

6.4.3.2 Royal Rajasthan

The makers of the Palace on Wheels have rekindled the charm of luxury by introducing yet another luxury train the Royal Rajasthan on Wheels. The train takes tourists on a 7-day/ 8-night tour through Rajasthan. Some of the major tourist attractions covered are the Hawa Mahal, Moti Mahal, Sheesh Mahal, Ranthambhor National Park, ChittaurgarhFort, Jag Niwas (Lake Palace), Keoladeo Ghana National Park, Agra Fort and finally the Taj Mahal.[57]

6.5 Recommendations

Keeping in view the region's colourful culture, Rajasthan has a huge potential in tourism which needs to be developed further. Some of the potential areas are as follows:

- Improving Intra State Air connectivity: There are currently chartered flights which help in connecting the cities of Rajasthan however they are not cost effective. To improve tourism prospects more focus needs to be given to this area.
- Special desert tours for enthusiasts who want to know about the culture and history of the region (Local people in collaboration with the State Government can also conduct such tours, since they can present the best picture of their rich history, art and culture.)
- Encouraging Corporate Sponsorship for Heritage buildings: The Government already has in place concessions and subsidies for the same. However, there is a need to promote the policy and identify investors.
- Conversion of palaces into heritage hotels: The state of Rajasthan has huge potential for heritage tourism. Outsourcing the maintenance and lighting of heritage monuments can help the state in utilizing this sector for improving tourism

[55] *Jaipur Metro Rail Corporation" https://www.jaipurmetrorail.in/*
[56] *"Palace on wheels" http://rtdc.rajasthan.gov.in/Pow.aspx*
[57] *"Royal Rajasthan" http://rtdc.rajasthan.gov.in/rrow.aspx*



7 Key Recommendations

7 Key Recommendations

Based on the analysis of the initiatives taken by the three ministries and the interventions of the four states, following are some of the key recommendations for the tourism sector

- **Tourism policy:** One of the basic initiatives is to have a dedicated state tourism policy which outlines how the states would like to project themselves. The policy also includes focus areas of the government, specific interventions proposed/planned, new/existing incentives to developers/private players and vision for development of tourism in the state, among others. A robust and comprehensive tourism policy is the first step towards achieving the desired tourist inflow for any state.

- **Connectivity:** The State Governments are focusing on inter as well as intra state connectivity. Improvement of regional connectivity is the need of the hour. The suggested steps could be speedy launch of the proposed high speed passenger trains, constructing new and improving existing rural roads, identifying air strips to be converted into small commercial airports, converting existing domestic airports into international airports and setting up heliports in select key states which experience more foreign tourist inflow. Inland waterways can be another area to explore for improving the connectivity between cities and states.

- **Tourist facilities:** One of the key requirements for the foreign tourists is the easy availability of the visa offices/ centres at all the key destinations experiencing high foreign turnout. Apart from ensuring basic facilities such as drinking water and sanitation, efforts should be channelized towards provision of parking and way side facilities.

- **MICE (Meetings, Incentives, Conferences and Exhibitions) sector:** There is an increased focus in many states on the MICE sector as an engine of growth for the business tourism sector. The availability of a number of options across all the cities connected through international airports is line with the demand. However, a separate strategy needs to be devised to take steps towards leveraging the MICE sector in cities which are currently not internationally connected since they face stiff competition from the other cities. Apart from connectivity, the availability of world-class infrastructure is another area of intervention such as setting up

international level convention centers. Incentives and subsidies to attract investors may be proposed as part of the MICE strategy.

- **Accommodation facilities-** India has some of the best luxury hotels in the world however there are some unexplored destinations which need to upgrade their service levels as well as number of hotels. Introduction of theme based resorts and hotels are options to be explored further in such destinations. Some popular themes could be golf resorts, wild life resort, green/ clean technology resorts, etc.
- **Collaboration with other governments:** The states need to collaborate and explore opportunities to attract tourists by offering comprehensive services and solutions. This could be done by partnering with other states or countries and offering custom made services and experiences to tourists. To create an enabling environment, the states need to explore possibilities by initiating dialogue with key states/ countries and creating roadmaps for successful implementation.

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